VOGUE

INCORPORATING VANITY FAIR



PARIS OPENINGS II · SEPTEMBER 15, 1937 · PRICE 35 CENTS

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AWAY ON THE WINGS OF

Percale Sleep

· · · from the cares of the day to the pause and content of the night · · · from worldly hurry and worry to renewing rest. If you make an art of living, a habit of quality—take this modern way to utter ease · · ·

Two First-Choice Sheets: Cannon *Finest Quality Percale*, about $2.50—the last word in sheet luxury, top quality at less than top cost, and Cannon *Utility Percale*, about $1.85—a true percale almost at the cost of muslin. . . . See them both.

CANNON PERCALE SHEETS

THE FIRST NAME IN TOWELS IS *THE LAST WORD IN SHEETS*

PAAL



Black crepe sheath, plastered to your figure. Long-sleeved jacket, rococo with gold embroidery. The narrow silhouette repeated in the vertical cape. An Original, designed with the sense of "good theatre" that registers your chic with emphasis.

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET



COURTESY, DEIN-BACHER INC. • WALDORF ASTORIA HOTEL • NEW YORK CITY

Bonwit Teller

FIFTH AVENUE AT FIFTY-SIXTH STREET





brown or blue jersey midriff contrasts with black wool to make a dress with the new bosom emphasis. 85.00

spadea



15 *Leading* STERLING PATTERNS

by WALLACE *Silversmiths*
WALLINGFORD CONN
FOUNDED 1835

Now is the time to choose the Sterling Silver you have been promising yourself!

The variety of Wallace Sterling designs is greater than ever before. After all, the unique charm of Sterling Silver lies in the beauty of its lines . . . the individuality of its designing and the skill of its fashioning. Isn't it artistry and craftsmanship which will ever be inseparably a part of Sterling's creation? The patterns illustrated herein reflect just the right note of contemporary art in their dignified simplicity, or bring a subtle reminder of classic beauty in their decorative motifs. The prices are moderate. Write for illustrated price list. Wallace Silversmiths, Wallingford, Connecticut.

MEMBER OF THE STERLING SILVERSMITHS GUILD OF AMERICA

Vogue
September 15th, 1937

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Whole No. 1564

jay thorpe

FIFTY-SEVENTH STREET WEST, NEW YORK



THE WOMAN'S SALON • • •

newly dedicated to the complete assembling of a smart woman's wardrobe, presents a Fall ensemble . . thin wool dress, cloth coat with fox.




I. MAGNIN & CO.
CALIFORNIA — SEATTLE

When it's made of satin



INTERNATIONAL SILK GUILD · 250 FIFTH AVENUE · NEW YORK

Good Silks combine the luxury of wearing the best with the economy of garments that wear. This year of elegance you must wear Silk.



Autumn's most beautiful coat . . .

This modern miracle in tweed by Helen Cookman, so magnificently slim through the hips and up-curving through the bosom, that in it your figure will be transformed. A town or country coat at will, for its stone marten scarf is separate, and its neckline needs no further adornment than its own clear-cut simplicity. John Barr tweed in black or purple-clouded brown striped in white, with hand-carved wood buttons. 12-18. Designed for Lord & Taylor. Coat and scarf, 299.00; the coat alone, 99.50

The Coat Shop, Third Floor

Lord & Taylor

Fifth Avenue at 38th Street . . . New York City

Revillon Frères

PARIS ✣ ✣ ✣ ✣ Fifth Avenue at Fifty-fourth Street, New York ✣ ✣ ✣ ✣ LONDON



John Meredith

Extravagant and Youthful but not Fantastic . . . a short sleeved, silver fox coat with new, "no-collar" effect, and marked waistline.



Three originals made exclusively for Saks Fifth Avenue by La Valle

AGAIN DOBBS SETS THE STYLE

Introducing

THE TRACK WELT EDGE

THE DIRECTOIRE BRIM



DOBBS SCALLAWAG

DOBBS NEW YORKER

Dobbs Scallawag highlights the new Directoire bonnet brim, with molded pleats accenting the forward movement of the crown. Dobbs New Yorker has the exclusive track welt edge, ultra smart, with crown softly draped. In new fall colors, and thirteen accurate headsizes.

DOBBS

711 FIFTH AVENUE

Dobbs hats for women in all leading cities.



Forbath & Rejane

henri Bendel inc

The romantic Period Gown in a Fall 1937 version. Of black Lyons velvet with clusters of white blossoms at the shoulders. A Henri Bendel original.

TEN WEST FIFTY-SEVENTH STREET ⚜ NEW YORK

BRITISH WALKERS

MADE IN U.S.A.









For the swank and swing of town, for the carefree but careful turn-out of the country; at spectator sports and on the campus, the best dressed women in the world wear British Walkers—the superbly styled, really stunning walking shoes.

These stores are showing British Walkers

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Cleveland, Ohio
The Halle Bros. Co.
Newark, N. J.
L. Bamberger & Co.
Baltimore, Md.
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St. Louis, Mo.
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Volk Bros. Co.
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San Antonio, Texas
The Guarantee Shoe Co.
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Kerr's
Richmond, Va.
Berry-Burk & Co., Inc.
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Stern & Levy
Walk Over Boot Shop

And other leading stores in the principal cities



BRITISH WALKERS
MADE IN U. S. A.



GEORGE PLATT LYNES

INDO-CHINE.. the French Colonies in an Exposition background..new source of inspiration to the great French milliners. Suzy's pagoda-like brown velvet here: exciting silhouette from our recently landed imports. Swooping profile hats, Schiaparelli sugar-scoops, fat fur *bourrelets*..a wealth of Paris ideas, French Room Collection, *Fifth Floor*

MARSHALL FIELD & COMPANY, Chicago



Guard Against age signs in these 3 places



Your nose! After summer exposure to sun and wind, coarse pores and flaky dryness make your nose conspicuous. What your parched skin needs is cleansing-plus-softening . . . in other words, Cream 683! This Dorothy Gray dry skin cleanser goes on with a luscious, soothing feel...leaves the skin looking clear-clean, beautifully supple. With its fine oils, Cream 683—dry skin cleanser, ($1) — is an ideal starting-point for all your fall treatments . . . If your skin does not need such a rich cleansing cream, use Salon Cold Cream instead. It's also softening . . . yet bland and light. $1.



Your eyes! Here tiny lines, darting in all directions, may be a warning sign of skin-dryness and approaching lines all over your face! By all means, use a rich emollient such as Dorothy Gray Special Dry Skin Mixture . . . Apply generously every night . . . patting in an extra bit on every distressing line. This emollient supplies the lubrication you need...plus the "sunshine" Vitamin D, which dry skin so eagerly absorbs. $2.25. For crêpey eyelids and crow's-feet, add Eye Wrinkle Paste to your nightly treatment. Use also during the day to make your eyelids shiny. $1.50.

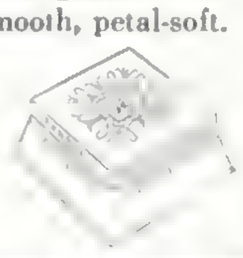




Your throat! That leathery, weather-beaten neck makes fall clothes look hopeless! So give your throat prompt treatment with Dorothy Gray Masque Frappé. Smooth it on all over your face and neck. Cooling and bracing, this misty-pink Salon mask imparts a look of delicacy to your skin. Seems to sweep away summer left-overs . . . lighten up dull, muddy coloring . . . refine the pores. From forehead to throat, your skin soon blooms with the fragile transparency that the new picture frocks call for. *Jar of Masque Frappé*, $3.00.



Now your make-up is frankly enchanting. Salon Face Powder goes on with a velvety caress . . . smooth, petal-soft. In basic skin-tone shades. *Salon Face Powder*, $1.00, $1.50. *Elation Powder*, superbly fine, pure, $3.



Lips delicately outlined with Dorothy Gray Lipstick! Keeps lips tenderly soft. In shades keyed to complexion tones. The newest is *Royalty Red*—indelible—a blue-blooded red that fires pale lips with ardor! *Lipstick*, $1.00.



Dorothy Gray Salon experts will speed your return to pre-summer enchantment with a Circulation, Masque Frappé, or Special Blackhead treatment. Call for appointment.

Dorothy Gray
REG. U.S. PAT. OFF.

DOROTHY GRAY SALONS . . . a corporation, successor to Dorothy Gray...683 Fifth Avenue, New York...Los Angeles . . . Denver . . . Washington . . . Boston . . . Milwaukee . . . San Francisco . . . Seattle . . . London . . . Paris . . . Brussels . . . Amsterdam...The Hague...And the Grace Line "Santa" ships.



Coiffure by LAURENT, *683 Fifth Avenue, New York*

WHETHER you sheath yourself in a frosty new evening gown . . . or sally forth in casual sports...your face should be exquisitely cared for. Follow faithfully the Dorothy Gray method . . . cleanse, lubricate, stimulate! Now that Dorothy Gray emollients are enriched with Vitamin D, they give your face an added defense against age signs. According to scientific tests, the Vitamin D in Dorothy Gray emollients adds to their effectiveness in keeping skin's luscious charm!

Copyright, 1937, by Dorothy Gray Co., Ltd.



At race meets this Fall you will see woolens lovelier than ever. Loosely woven fabrics in textures like fleecy clouds . . . and colors that seem to mirror autumn sunsets. Tweedy things in deep, rich hues. Shetlands with the brilliance of the season's foliage. Perfectly beautiful fabrics . . . delightful to touch, to see, particularly to *wear*. Many of them will be the new Hockanum Woolens, now found in all sorts of casual clothing at better shops everywhere.

HOCKANUM Woolens

Hockanum Mills, Rockville, Connecticut Founded 1809

Division of M. T. Stevens & Sons Company, North Andover, Mass. J. P. Stevens & Co., Inc., Selling Agents, 261 Fifth Avenue, New York

GLOVES by Van Raalte



You might call them index fingers of fashion, directing you to points of interest in fall gloves. Maxims, of new deep-piled Doerib*, indicates the vogue for leather straps ($1); Crillon acquaints you with leather lacing ($1.50); Bal Tabarin shows smart self-interest ($1); and Pierre bears a sign of the times in a non-stop strip of leather ($1). The last three, of rich Doevel* — all four, guides to American-made fine quality!

"because you love nice things"

*Reg. U. S. Pat. Off.

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES

295 FIFTH AVENUE NEW YORK CITY

Are you her type ?

VOL DE NUIT

GUERLAIN



CREATED BY REED

KAY—Waves of Braid on Suede. Black, Brown, Wine, Green or Blue.

SHOREHAM—Black or Brown Suede, Black or Brown Kid, all with Genuine Calcutta Lizard trim.

CAMEO—Gored step-in with punched high front. Black or Brown Suede.

MATRIX

"Your footprint in Leather"

If leather were liquid, it couldn't shape and cling to the form of your foot more exactly than 'your footprint in leather'. This patented moulded sole is based on the natural impression your bare foot creates in the sands. It's shaped—curved—rounded—to form a perfect, natural support for the bottom of your foot. Small wonder, then, that you can actually enjoy complete relaxation afoot when you wear custom-styled Matrix Originals. Matrix Shoes at $10.75 and up. E. P. Reed & Company, Rochester, N. Y. Matrix Style Studio, 47 West 34th St., New York, N. Y.


that ayres look-
L. S. Ayres & co.
INDIANAPOLIS

LE GANT* OF YOUTH



LE GANT
Won't Ride Up



BY
REDFERN

© 1937, W. & Co.

*Reg. U. S. Pat. Off.

"Why, Mother! You slim young thing! I thought you were one of the girls!"

"Indeed Miss! And since when has Le Gant been restricted to your generation?"

It is true that Le Gant knows no age limits. Mother and child in the picture are equally well corseted in their new Le Gants—and notice that Mother has discovered, also, the magic of our famous, molding, featherweight A'lure bra of Lastex—as comfortable and efficient as Le Gant itself, and with the same precious gift of "staying put." Why don't you try Le Gant?

Write for free 24-page illustrated booklet, "The Corset That's Different." The Warner Brothers Co., 200 Madison Ave., New York. In Canada, The Parisian Corset Mfg. Co., Quebec.

CORSETS AND CORSELETTES $5 TO $35. AT BETTER SHOPS

THIS IS PROBABLY THE MOST IMPORTANT FASHION INFORMATION OF NEW YORK'S FALL & WINTER SEASON



THE 4 FAMOUS LITTLE SHOPS ARE MERGED—IN A NEW AND UNIQUE COMPLETE SPECIALTY STORE ON MACY'S SECOND FLOOR

A FASCINATING new type of exclusive shop is born today. It offers you the *privileges* of the most exclusive shop, the realistic *advantages* of the world's largest store. Transplanted from their several points in Macy's, housed in an enchanting new setting conceived by America's foremost store-planner—the four famous smart-thrifty Little Shops of Macy's today unite to challenge your curiosity, your taste, your sense of thrift—to come and save vast sums on the very nicest of clothes and hats, accessories and lingerie. In a single, easy-to-find, hard-to-leave setting, (like nothing you ever saw before for luxury and time-saving convenience) you will find greatly amplified collections of the freshest and rightest and pleasantest things in New York. That the collections are downright amazing in their scope is due to the touch of genius in the five women who style the new Little Shops. That their prices are exceptionally low is due to Macy's determination to dress a rather small group of women who have irreproachable taste, infinite ability to wear perfect clothes, and a wholesome respect for a dollar.





EHRLICH-LAZINK

HOW TO USE ENDOCREME—2

Do you know what causes wrinkles? They are partly due, of course, to increasing age, when the tone of the tissues under the skin weakens, for lack of that youth-preserving "messenger", the natural ovarian endocrine.

But there is another cause of wrinkles, a cause which may produce them around the eyes, and the mouth, and elsewhere, in young women. This cause is animation—smiling, laughing, frowning, and the other facial expressions. Notice the impassive face of the average Chinese woman, who talks with a minimum of expression. Her face hardly wrinkles until extreme old age. But the vivacious, popular, happy American girl and young matron—talking with much facial expression—may wrinkle in her twenties, unless her supply of the natural endocrine—or of its scientific counterpart, Endocreme—is consistent enough to safeguard the elasticity of her skin.

All American women, therefore, are likely to need Endocreme, irrespective of age. Its action on "habit wrinkles" may be slower than on "age wrinkles", but this action is worth testing in your case. Read the simple instructions below, and start using Endocreme *tonight*. It is a series of treatments, not a "camouflage", so surely be patient while your Endocreme has time to do its work.

FOR WRINKLES AROUND THE EYES

Massage with Endocreme

1. Endocreme is a *night* cream, to be applied before retiring, and allowed to remain on the skin for six hours, so the Dihydroxyestrin (now more generally called Estradiol) may be fully absorbed. The use of Estradiol in a beauty cream is *exclusive* to Endocreme.

2. The nightly dose, for face, neck and hands, is 2 grams (about ½ teaspoonful measured flat). But you need not measure. If you are using Endocreme only for your face, neck and hands, and if your jar is used up in from 30 to 35 nights, the amount is correct.

3. When applying Endocreme, be sure that the skin is thoroughly clean and dry. Use mild soap and soft water—or use your regular cleansing cream—but be sure to wipe the skin dry with cleansing tissues before you apply Endocreme. Otherwise, the Endocreme will be diluted and may work more slowly.

4. Now, with your finger tips massage Endocreme gently but very thoroughly into your skin, from the center of the forehead outward to the temples. Continue this gentle but thorough massage until you have rubbed your Endocreme into the skin of every area you wish to treat. Always massage in the direction shown by the arrows in the Endocreme "Venus Diagram".

5. On the backs of your hands stroke Endocreme upward from your fingers to your wrists, or higher. Then pat the underchin and throat with the backs of your hands.

6. The time spent in applying Endocreme is well spent, because the special ingredient is absorbed through the hair follicles into the sweat glands or through the sebaceous glands, and from there into the surrounding tissues. Endocreme cannot do its work until it has been absorbed.

7. Be sure all facial massage is gentle. Harsh massage is unwise.

8. Use Endocreme *at night, every night,* and leave it on *all night* for full absorption; it will not stain pillows or nightclothes. It is prepared from fine oils in a combination which melts readily at body temperature. If the contents of the jar show a tendency to melt, keep in a cooler place.





ENDOCREME

Endocreme is sold by the best department stores, specialty shops, and pharmacists, in two-ounce jars. If your favorite store is "sold out", please send its name with $3.50 to ENDOCREME, 551 Fifth Avenue, New York, for a jar postpaid.

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Ensembles... the keynote of our Autumn Collection



Designed to complement, the dress, the jacket and the hat



attain perfect harmony of fur and fabric

Ensembles for evening



as well as daytime.

Stein & Blaine

13-15 West 57th St., New York

Paris accents MODERN ALASKA SEALSKIN



MASTERPIECES IN ALASKA SEALSKIN—one of the many exquisite models that show the versatility of this fur

ALIX
BRUYÈRE
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GASTON
HEIM
JENNY
LANVIN
LELONG
LUCILE PARAY
MAGGY ROUFF
MAINBOCHER
MARCEL ROCHAS
MOLYNEUX
PAQUIN
PATOU
PIGUET
ROSEVIENNE
SCHIAPARELLI
VERA BOREA
WORTH

These brilliant names add new style lustre to glowing Alaska Sealskin—the sensuously-soft, pliant fur that kindled the haute couture imagination to inspired achievement at the Paris Fall Openings. Here, as abroad, you will find Alaska Sealskin in the vanguard of exquisitely youthful fur fashions. In classic Black, or in deep Safari Brown, keynote color of the season. . . . *Wherever better furs are sold.* . . . SKINS DRESSED AND DYED BY FOUKE FUR COMPANY, AGENTS OF THE UNITED STATES GOVERNMENT FOR ALASKA SEALSKINS, ST. LOUIS, MISSOURI.

U.S. GOVT ALASKA SEAL SKIN FOUKE ST. LOUIS DRESSING & DYE

The Genuine Alaska Sealskin is always identified by this mark


Jessie Franklin Turner
410 PARK AVE. at 55th St. NEW YORK

Daytime dates

BY WALK-OVER



PHARO



HAWAII



BEAUMONT



LITA

FROM cockcrow to cocktails, your feet at their loveliest in these sleek-fitting shoes. PHARO: Flare-up sweeping dramatically over your instep. Patent gives a delightfully wicked gleam to somber black suede. HAWAII: Sandal of black suede with succinct slits across the front. BEAUMONT: Gunmetal-and-silver buckle adorns black suede. Bronze-and-copper buckle on burgundy or brown suede. LITA: Do your foot in braiding. Black or brown suede. Each an Ardwyn* Style. *REG. U. S. PAT. OFF.

Walk-Over prices $7.75 and up. De Luxe styles $10.75 and up. Slightly higher West. Geo. E. Keith Company, Brockton, Mass.

510 FIFTH AVENUE, NEW YORK • PARIS • LONDON

DRESS COURTESY JANET HOLLANDER
HAT BY KURZ BROS.



Forstmann Woolens

A new Forstmann wine shade called "Oporto" and (right) *the very important untrimmed cloth coat in rich, sparkling Forstmann black.*

THE first step in making Forstmann Woolens is the selection by our own representatives of the best raw wools and cashmeres that the world markets afford. The final step of many expert processes is the delivery of fabrics ready for tailoring, in weaves and colors that set each season's fashion standards. When buying costumes, the name "Forstmann Woolens" tells you a complete story: that the fabric is of pure, new wool of a quality unexcelled for warmth and wear . . . the color is sun-tested . . . the soft supple texture lends itself to a graceful slenderness unknown in ordinary woolens. This standard of perfection in Forstmann Woolens is recognized by every maker of quality clothes . . . every store that sells them . . . and every woman who wears them. Ask for them in costumes and by the yard at all good stores. Forstmann Woolen Company, Passaic, N. J. *Sales Office:* Empire State Building, New York City.

Copr. 1937, Forstmann Woolen Co.

du pont's *1938 Excitement*



FROM BONWIT TELLER:—Left, Broadcloth tucked in zig-zag and corseted in red suede. Right, Deep black velvet accents the soft black of broadcloth

True Spun Rayon Alliance with Wool

Many fabrics will be born of this alliance. First to speak is broadcloth—bar none, the most sophisticated daytime fabric of Paris. From the fabulous softness of Du Pont Spun Rayon, this new world broadcloth inherits exclusive charms. Deliciously supple, any figure looks slim in it. Feather light and soft, it takes the new drapes with the precision of crepe. And, no less important, Du Pont Spun Rayon is comfortably cool for steam-heated living—for cocktail dancing in gay, crowded places. Smart shops everywhere are mad about it. The clothes we picture were designed for the Debutante Shop of

BONWIT TELLER . *Fifth Avenue* . *New York*



Farr-o···chiffon broadcloth for Cosmopolitans

DUPONT RAYON
REG. U.S. PAT. OFF.

Dinner For Two

. . . OLD LACE AND NEW VELVET

Be glamorous — be *carefree in*

ENERGIZED KRUSHNO-VEL

the new velvet chosen by leading fashion creators. Preferred for its lasting beauty—retained loveliness of line, texture and tone. And so persistingly flattering — because of its amazing resistance to crushing, matting, water-spotting, stain and perspiration!

Energized Krushno-Vel

A **DUPLAN** VELVET CREATION



DUPLAN SILK CORPORATION, 498 SEVENTH AVENUE, NEW YORK

Photo: Arthur O'Neill

Chères Amies—
Five weeks in Paris!
What have they done
to this daft genius you ask?
My new collection is my answer.
Feet on French soil my heart
turning back to the New York
Skyline. Discreet? Yes! Seductive?
Definitely! Their Vintage? Pre-
War. But soon we meet in my Salon
25 E. 55 St., New York. Nicki—

Nicole

DE PARIS

25 East 55th St., New York City



Because Air Step Shoes are beautiful, smart, flattering . . . because they come in such a delightful variety of Paris-inspired styles . . . because the tiny shock-absorbing air spaces in their Magic Soles "turn hard sidewalks into soft carpets," give protection against jarring, nerve-jangling shocks . . . do as other smart women are doing — plan your entire shoe wardrobe around Air Steps. You can get Air Step Shoes in materials and colors to harmonize with any ensemble—and in heel heights correct for any occasion. Brown Shoe Company, Manufacturers, Saint Louis.

Also makers of Air Step Shoes for men and Buster Brown Shoes for boys and girls

AIR STEP

Most Styles

$6.00

SLIGHTLY HIGHER IN FAR WEST

For leading ladies

Presenting Kayser's Fall Hosiery Revue... with all-star casts of dramatic new autumn colors. You'll like the way Kayser has cued each shade to the new fashions. Your audience will applaud their beauty! Kayser hosiery for sheerness...for service...89¢ up.

BE WISER...BUY

KAYSER

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MACRAE

PRICELESS AID TO FASHION *in her new and Softer Mood*

Only the lightness and flexibility of the Talon slide fastener could make the new suede handbags so soft and pliable . . . so "right" for Fall clothes





THEY'VE TIED a big bow on this new suede bag...a bow of matching suede. And then...yes, you've put your fashion-finger on it! The suede shoes are bow-trimmed, too!...And, like all the good handbag-makers, they've made sure, also, that the slide fastener in the bag is a Talon slide fastener. Be careful to look for the name "TALON" on the pull-tab yourself. For that's the handbag fastener that always works perfectly. HOOKLESS FASTENER CO., MEADVILLE, PA.

TALON SLIDE FASTENER FOR HANDBAGS
Reg. U. S. Pat. Off.

Grayflex TRAMPERS **DEALERS**

AKRON .....Wagoner-Marsh
ALBANY.....Cotrell & Leonard
ALLENTOWN ..Manning-Armstrong
ALTOONA .....Klevan
ASBURY PARK...Steinbach-Kresge
ATLANTA .....Regenstein's
ATLANTIC CITY
Boardwalk Bootery
Boston Shoe Store
AUBURN..... Bennett & Tracy
BALTIMORE..... ...N. Hess Sons
BATTLE CREEK
Walk Over Shoe Store
BERNARDSVILLE
Alex Mastrobattista
BIRMINGHAM .....Blach's
BINGHAMTON
Sisson Bros. & Welden
BOSTON.....R. H. White
CHAMPAIGN.....Steward O'Connor
CHAMBERSBURG.....Leiter Bros.
CANTON.....The Parisian
CEDAR RAPIDS.....Killian Co.
CHARLESTON.....People's Store
CHICAGO ..... Carson Pirie Scott
CHILLICOTHE .....Brandle's
CINCINNATI .. Pogue's
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a new Smartness

EXCLUSIVELY FOR FALL...

a new Feel

ALL THEIR OWN...



A new type of blucher oxford of genuine, multi-colored bucko. Low-heeled and smart with Fall suits.

most styles are priced from

$6.75 to 7.75

Slightly higher west of Rockies.



NEW STYLES—new foot-lines that will make the fashion headlines. All the quality of famous Gray Brothers shoes—favorites for two generations. They borrow their trim lines from the new fall suits, their graceful ruggedness from the new fall coats. And they'll match your brisk September mood as surely as the first red leaves. Because they have an utterly new kind of "feel"—fit and flexibility that are the in-built results of 71 years of constant refinement. Don't imagine for a moment that they're as expensive as they look. Wear them—FEEL the difference. Gray Bros., Inc., Syracuse, New York.

Grayflex **TRAMPERS**

WEAR THEM . . . FEEL THE DIFFERENCE

I. MILLER sponsors

THE CORSETED FOOT

—a new and delightful sense of beauty and comfort



GIRDLE... *Above,* the classic pump which is the basis of every smart wardrobe. In the new elastic suede leather, made possible by the use of "Lastex."



ZEPHYRETTE... *Above,* a high-cut afternoon shoe with satin buttons emphasizing the high front line. In regular suede with front and side gores in shoe satin, made with "Lastex."



MACAW... *Above,* novel version of the high-cut suit shoe with side buckle and special walking heel. In regular suede with mesh vamp inset made with much benefit of "Lastex."

WINGFOLD... *Right,* bootee step-in for important daytime occasions, with novelty stitching which accents the unusually high line. In the new elastic suede leather, made possible by the use of "Lastex."



At long last, pumps and step-ins any woman can wear without being tempted to slip them off at the first discreet opportunity. That straggling line of on-and-off shoes under the theater seats will soon be an historical oddity. This new-day footwear is quite as lovely to look at as it is heavenly to wear, thanks to some new magic of "Lastex," The Miracle Yarn. And you know just what "Lastex" has done for women in the way of fit, comfort and convenience in foundations, swimsuits, hosiery and other things. I. Miller, makers of generations of fine shoes for women, sponsors these and other beautiful pumps and step-ins for Fall, in a variety of materials and colors. Some of the new models are in regular leather or fabric, with front or side gores of satin or mesh fabric, made with "Lastex." Some are in the new elastic leather, which is regular leather with a backing of paper-thin, finely woven fabric, made with "Lastex," as elastic as the skin of the living animal. In both types the pump or step-in corsets and comforts your foot into flattering lines of grace and beauty. No one could possibly tell that "Lastex" is present. Ask for I. Miller shoes, made with benefit of "Lastex." You will find yourself stepping out in your new Fall pretties with a glowing sense of rhythm and well being, with your feet off your mind and your mind off your feet.



I·MILLER
Beautiful Shoes

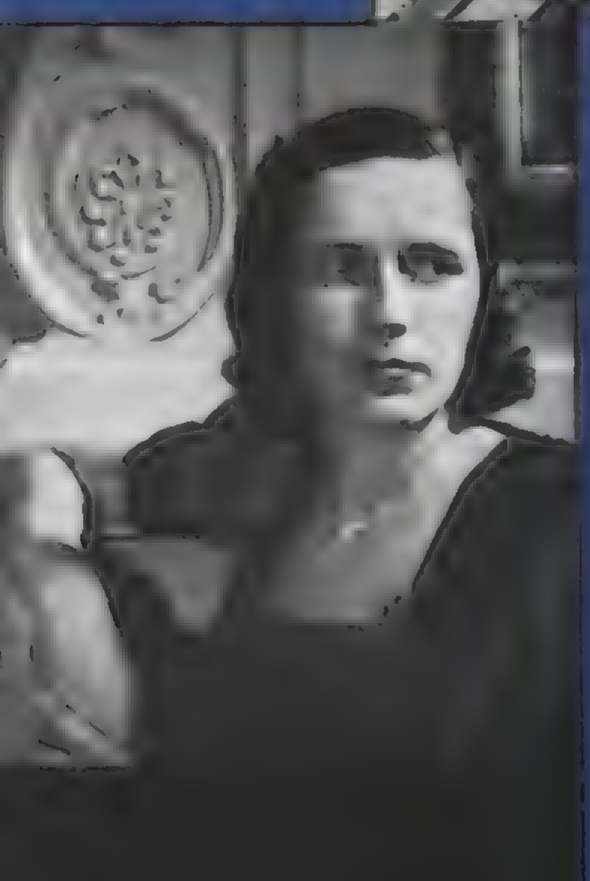
I. MILLER & SONS, Inc., New York City. Stores and Agencies, Principal Cities, United States, Canada, Foreign Countries.

Lastex
REG. U. S. PAT. OFF.

THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Products, Inc., 1790 Broadway, New York City

Nobility Plate



MRS. CORNELIUS RATHBORNE, JR. whose husband is the brilliant and internationally famous polo player, is a definite personality in her own right... a hostess of charm and distinction. We are indeed grateful for permission to photograph Mrs. Rathborne's table, at her newly-opened Westbury, Long Island, estate... and its service of Nobility Plate. Serenely sure of its own rightness, Nobility Plate takes its place with other cherished possessions. It would be strange if this were not so, since Nobility Plate is designed for America's finest tables. It's difficult to decide which pattern you will claim for your own. But it's easy to see that the same craftsmanship, the same smart correctness identifies each Nobility pattern as of aristocratic lineage

DESIGNED FOR AMERICA'S FINEST TABLES

Enna Jettick

SPECTATORS AND SPORTS



Viola — High front spectator in Windsor Calf, Black or Brown Suede. $6

PERFECT FASHION PARTNERS TO GO WITH OUTDOOR COSTUMES



Bess — Perfect fashion partner for a suit. Black or Brown Suede. $6



Pasadena — Green, Brown, Black or Blue Buccaneer. $5.50



Mayfair — Trim sport in Brown, Red Cedar, Black Buccaneer. $5



Greenbrier — Red Cedar, Brown or Grey Buccaneer; also Brown, Black Llama. $6



It takes dash and gaiety of design—it takes banner-bright colors—and most important, it takes unfailing ease and lightness—to make the right shoes for active outdoor costumes. Naturally, these Enna Jetticks are chosen everywhere for perfect partners to go with spectator and sports outfits. And they're still only $5 to $6!

America's Smartest Walking Shoes Go Places Comfortably

SIZES 2½ TO 10 — $5 TO $6 — WIDTHS AAAA TO C

Enna Jetticks

Hand-Flexed by Master Craftsmen

AUBURN NEW YORK

Belle-Sharmeer *sets a new fashion*

. . *Over-the-Knee* STOCKINGS FOR YOUR SHORTER SKIRTS



The Foot Size HAS A NUMBER
The Leg Size HAS A NAME

BREV . . . . . *for smalls*
MODITE . . . *for mediums*
DUCHESS . . . . . *for talls*
CLASSIC . . . . . *for plumps*
(full length only)

Individually Proportioned in the Famous Belle-Sharmeer Leg Sizes

Meet ***Belle-Sharmeer's*** Over-The-Knee Stockings . . . the newest and nicest idea in hosiery. The "longer short" stocking you've been needing ever since skirts started to climb upward. Self-gartered, self-supporting . . . *and above the knee!* For looks and for comfort . . . perfection. And, thanks to ***Belle-Sharmeer's*** individual sizing, thoroughly practical for small, middling and tall. They're graduated in length to fit comfortably above your knees and stay there. They're accurately sized in width from top to toe to banish all thought of a wrinkle. And their special non-binding, "Lastex" garter stays firmly in place during your most athletic moments.

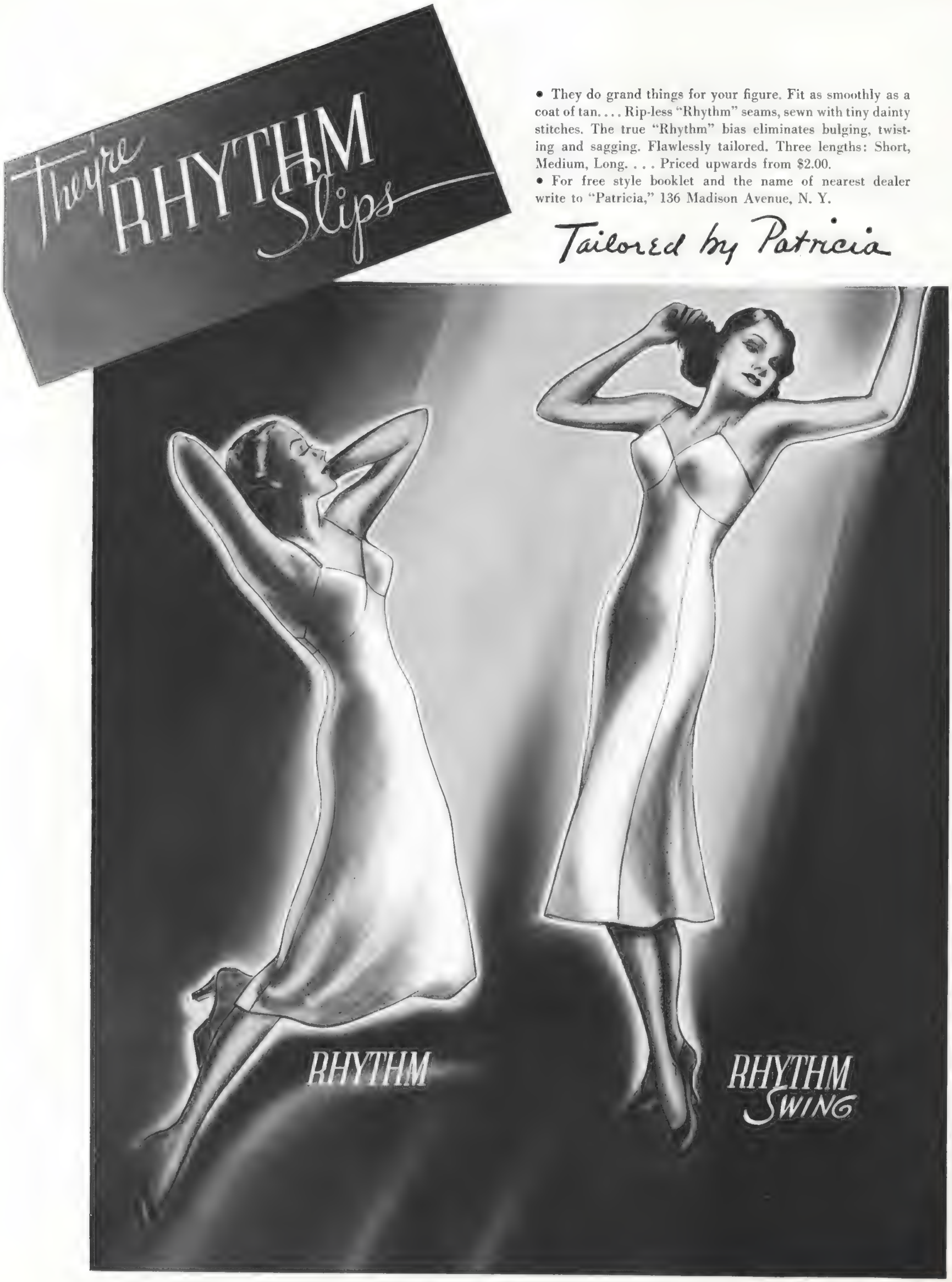
What more can you ask except "Where can I buy them?" The answer to that is . . . ***Belle-Sharmeer*** Over-The-Knee Stockings are exclusive with one fine store near you. Better write today for the name of your store! Address Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

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Belle-Sharmeer
STOCKINGS
in all leg sizes



Belle-Sharmeer Over-The-Knee Stockings, graduated in length, will come comfortably above the knee on small, medium and tall women. Being also individually sized in width, they banish the wrinkles and twists which might readily occur in an ordinary self-gartered stocking.



• They do grand things for your figure. Fit as smoothly as a coat of tan. . . . Rip-less "Rhythm" seams, sewn with tiny dainty stitches. The true "Rhythm" bias eliminates bulging, twisting and sagging. Flawlessly tailored. Three lengths: Short, Medium, Long. . . . Priced upwards from $2.00.

• For free style booklet and the name of nearest dealer write to "Patricia," 136 Madison Avenue, N. Y.

Tailored by Patricia



Coronet: Slim as a reed in sleek, black caracul. A "First Edition" in the new pencil silhouette.

New Yorker: An inspired version of the cocktail coat... black caracul in the smart three-quarter length.

Presenting

FIRST EDITION FURS

A star is in ascendency, brilliantly gleaming. Its name, First Edition Furs; its mission, to create for a limited number of smart women, coats that are masterpieces of fur designing and craftsmanship.

First Edition FURS

Look for the label to be sure you are getting the genuine First Edition Furs.

FIRST EDITION FURS ARE EXCLUSIVE WITH THE FOLLOWING STORES

Atlantic City . M. Gettleman's Furs, Inc.	Fort Wayne, Ind. . . . . Greenblatts	Pittsburgh, Pa. . . . . Kaufmann's
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ALASKA CHEMICAL CORPORATION

When you revel in the luxury of a First Edition Caracul Coat, remember that it was the processing of Alaska Chemical Corporation that glorified the rich, black lustre of the pelts from which it was styled.



Soft lines are smart lines. Achieve the sophistication of simplicity in these dresses with interesting shirring ...in Woolshire, lovely soft draping fabric woven of Enka Rayon. $39.95. Salymil Shop, Fourth Floor

MILGRIM

SIX WEST FIFTY-SEVENTH STREET, NEW YORK

East Orange • White Plains • Cleveland • Detroit

AMERICAN ENKA CORPORATION • 271 CHURCH STREET, NEW YORK





BRITTANY
FINE LOOMED
CAMELS HAIR





Indulge your love of quality and go fashion-right in a big way. Dash to the country! Show up for lunch in town with the knowing disdain that goes with owning a Brittany Camel Hair Coat. Here this long-famous and luxurious camel hair is shown in top-flight fashions, in silhouettes that are sweeping Paris . . . beautifully tailored and trimmed only with superior furs. Particularly striking in nude and the new rich shades of Fall.

At the foremost shops everywhere or write — HENRY FRIEDRICKS & CO., INC., 205 WEST 39TH STREET, NEW YORK

We found them in Paris

. . . each with an invisible KOVER-ZIP slide fastener

★ We visited De Ravenel's famous atelier at 19 Rue Du 4 Septembre, Francis Winter's at 145 Rue Du Temple, Ika's at 3 Faubourg St. Honore . . . and dozens of other couturiers . . . some large and world-famous . . . some tiny and very exclusive. Saw hundreds of inspired bags. And from them all culled these twenty . . . a perfect score. Intriguing, delightful, complete . . . with a Kover-Zip compartment in every one . . . Your 1938 bags!



A. Suvianne cuts looped calf to trim her quilted fabric bag with leash handle $45.00

B. Francis Winter cradles black suede in stitched calf for bag distinction $25.00

C. Max Doriot gets inspiration from the lowly icebucket for a striking prystal trimmed bag... ..... $65.00

D. Ika ties a schoolgirl bow of grosgrain on suede with great éclat $65.00

E. Surmani puts a gold studded handle on this "starfish" bag $65.00

F. Francis Winter shreds suede to spaghetti to make the handle for this bag $35.00

G. Decugis joins two stitched suede squares with a slip-knot handle . . . very chic $57.50

H. Roney laces four accordion-like sections together to form a bag $39.75

I. Suvianne does a "knitting bag" in softest black suede . . . with twin handles $39.75

J. Henriette Leon's bag is a miniature satchel of fine suede and calf $55.00

K. Francis Winter scallops and stitches suede . . . and voilà . . . it's a bag supreme $45.50

L. Surmani tops this faille bag with a ring-and-link-chain for trim $25.00

M. Max Doriot fashions suede and calf into a horseshoe for luck. $50.00

N. De Ravenel's "slouch" bag is done in rough leather piped with patent $35.00

O. Ika secures two "lucky ring" handles with patent on felt..... ..... $42.50

P. Surmani pulls a faille wing through a loop for dash.. $55.00

Q. Roney folds back a corner of this corded suede bag for casual charm $50.00

R. Marcel Rochas folds suede bandana-fashion for bag chic... ..... $40.00

S. Henriette Leon's quaint bag is like a ribbon trimmed basket $55.00

T. Courtier dresses up a "collar bag" with calf on suede.. $42.50

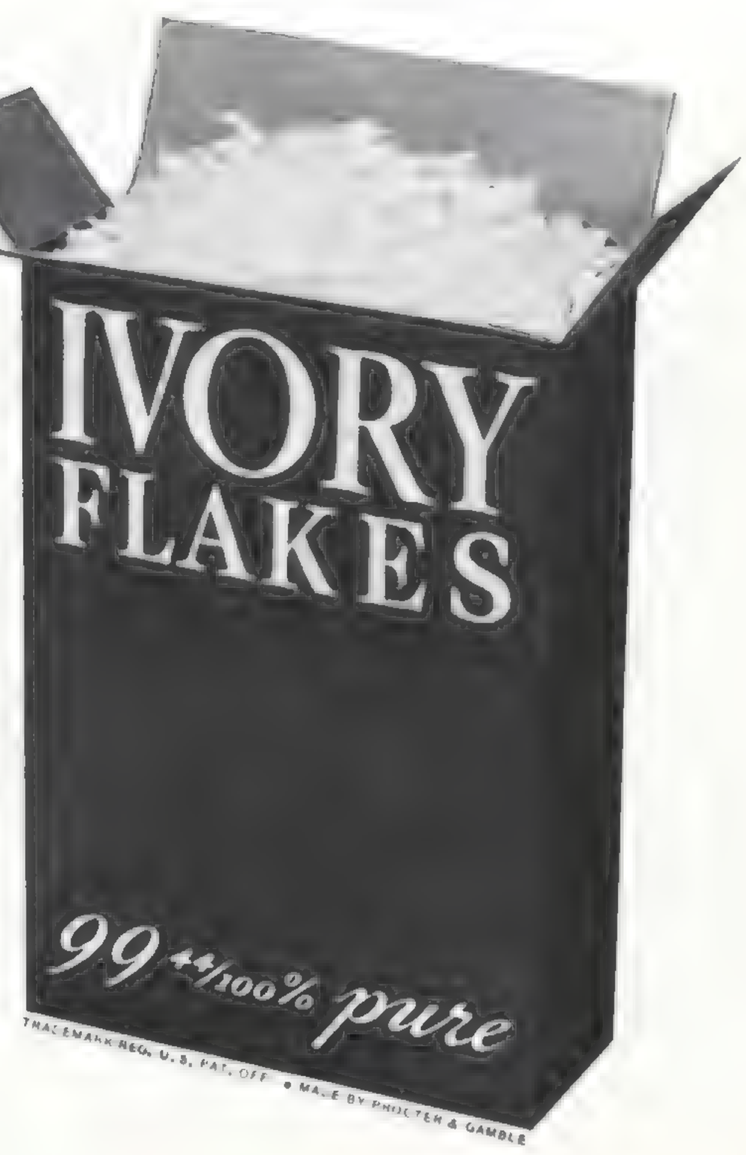
"Keep Corsets Figure-Perfect with Ivory Flakes" *says* Nemo

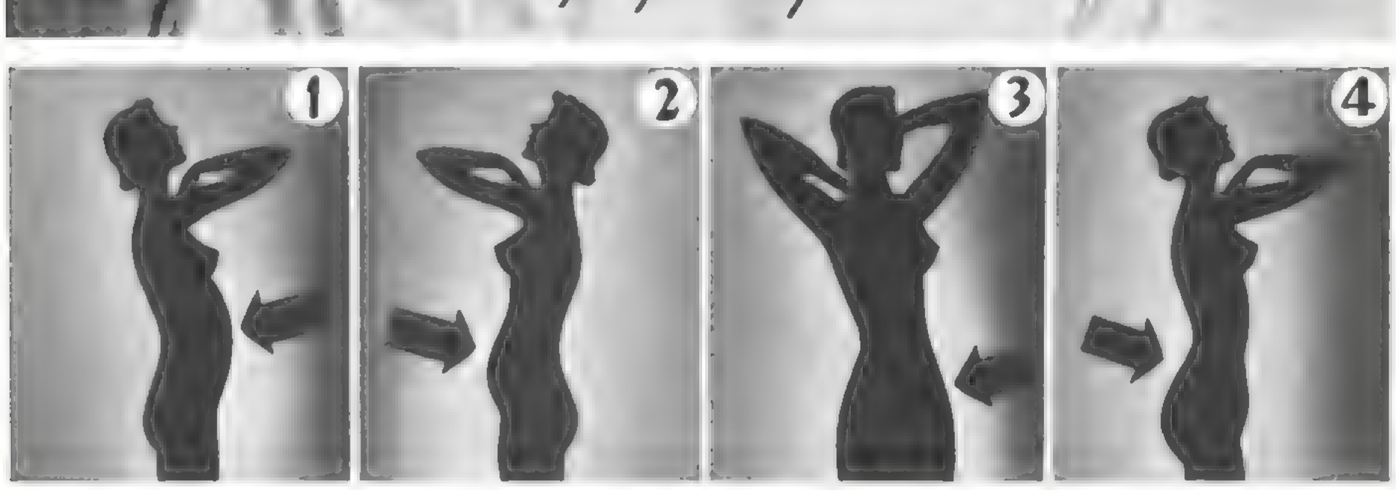


When you buy a beautiful corset, what you actually pay for is a beautiful figure. Yet after a few wearings a corset "gives," loses the taut perfection of the fitting-room. That is why Nemo tells you, "A beauty bath in Ivory Flakes suds acts as a tonic to your Nemo Corsets . . . snugs them right back into shape. But most important, frequent laundering in pure, mild Ivory Flakes removes harmful perspiration acids. This keeps elastic fibres *live*, young, effective, and gives you the beauty of a lastingly lovely fit."

Distinguished elegance in Nemo's combination of Crystal satin and Alençon lace. Up-and-down and cross-wise one-way elastic sections give perfect adjustment.

JAMES McCREERY & CO., NEW YORK
and fine stores everywhere





BULGING DIAPHRAGM PENDULOUS ABDOMEN SPREADING THIGHS CONVEX BACK

Nemo designs four specific garments to combat these four figure faults. But every Nemo garment is designed to do away with the tell-tale signs of figure age in a woman. "Frequent cleansings in Ivory Flakes keep your corsets young, too," says Nemo.







A year from now, when your Rothmoor is still a cause of spontaneous compliments that's when you'll fully realize the bred-in-the-bone quality that's behind its pulse-stirring lines.

Left style 445 — top style 726 — right style 736. At one fine store in each community.

ROTHMOOR COATS

MERCHANDISE MART • CHICAGO

REG. U. S. PAT. OFF.

FOR FROCK • FOR DRESS • FOR TRAVEL

Cloud of Glory

BLOWN from the gay crowds and brilliant pageantry of Coronation London, wafted before returning steamers like a lovely thought, haven't you noticed something beautiful—new—utterly fascinating—in the air around you everywhere smart worldlings gather? It is Bond Street, the great perfume created to surround the fairest ladies of the new court with festive glory—acclaimed as the most delightful innovation by all the fairest women everywhere. Now on sale in finer stores in the United States. $2.50, $4.50, $13.50—in original royally emblazoned packages only. Yardley & Co., Ltd., 620 Fifth Avenue, New York; 33, Old Bond Street, London; Paris; Toronto; Sydney.

On sale in original Bond Street packages only



PERFUME OF THE CORONATION

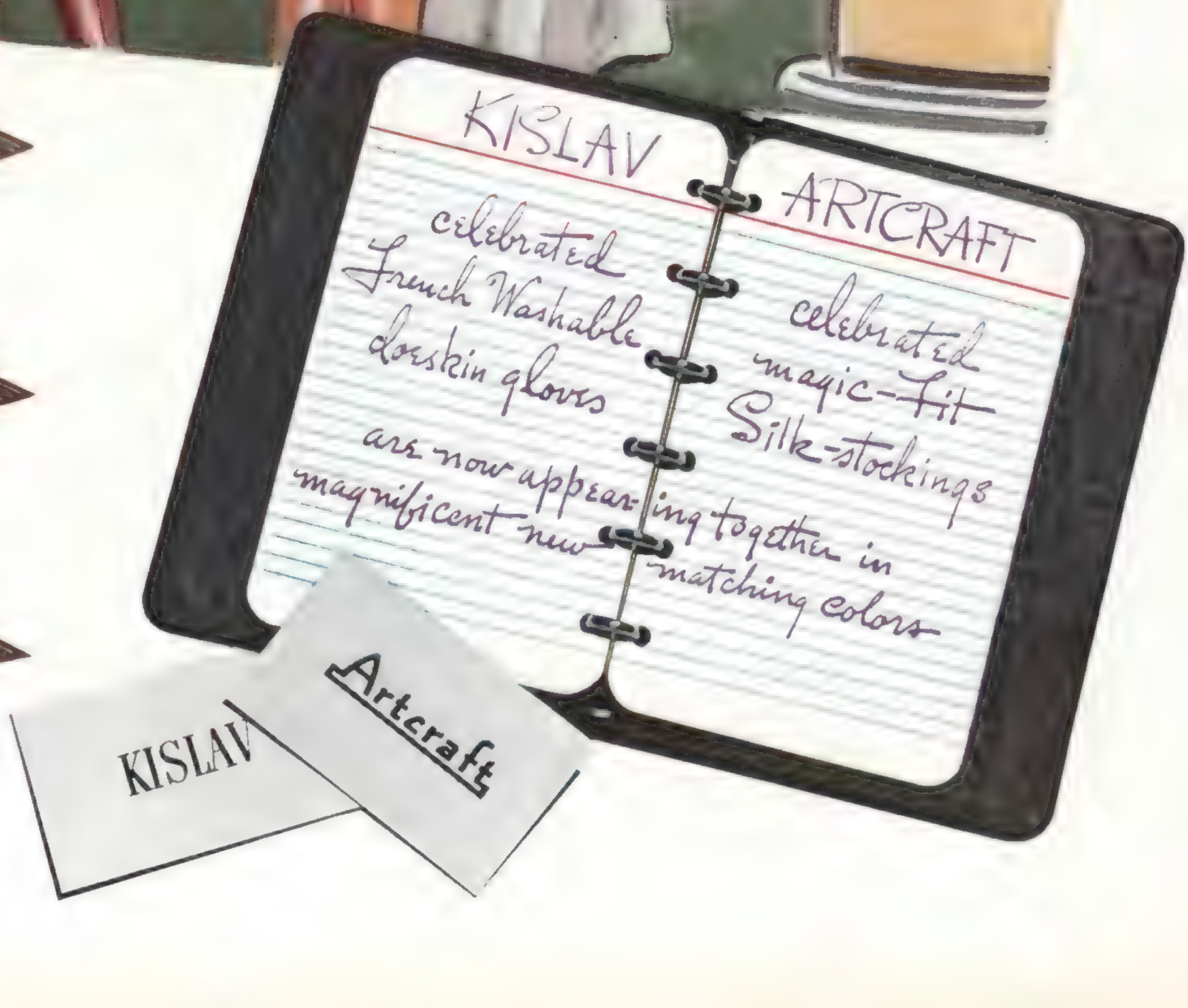
YARDLEY'S *Bond Street*



There's a new Note in Fashion







FOR FINER FITTING FOUNDATIONS

Saks Fifth Avenue

. . . responsible for corseting leaders of society and fashion, has specified "DARLEEN" elastic yarn in many fall models. Custom-made foundation shown of "DARLEEN" elastic satin.



*Darleen **FINER ELASTIC YARN** with dynamic power that affords lightweight foundation fabrics with extra-figure control . . . The ideal medium for slenderizing and moulding the torso to the new fall fashions. "DARLEEN'S" livelier stretch and instant snap-back gives comfort in a corset from the first wearing . . . This resilience lends grace to the figure and preserves the shape of the garment.

DARLINGTON FABRICS CORPORATION • 180 MADISON AVENUE • NEW YORK

*Reg. U. S. Pat. Off.

FOR A *Fashionable* *Foothold* ON FALL



Dorothy Dodd swathes your foot with sculptured smartness in suede. Gladdens it with this new glamour . . . glorifies it with new grandeur . . . gives it grace with a gentle glove fit. Follow fashion's fine flair for front interest. Suede accented with patent or kid.

Dorothy Dodd

REG U.S. PAT. OFF.

FAULTLESS FITTING FOOTWEAR

DOROTHY DODD SHOE COMPANY, ST. LOUIS • Division of International Shoe Company



Above. Two new Smoothie successes for the average figure which pair perfectly for all dress occasions. *Right.* Bodicette, an exciting evening foundation in the new Smoothie Controleur technique. This means non-elastic satin panels in front and back, with side sections in sturdy, two-way stretch web, made with "Lastex" yarn, all shaped to conform to the body. Uplift bust of Alençon lace. Concealed light boning in front. Slide fastener closing in back. Sizes 32 to 42. *Left.* Smart Step-in and Bandeau combination. Satin bandeau in youthful lines, with separating gore of net, made with "Lastex" yarn, for fit and comfort. Sizes 32 to 38. Step-in of rich brocade, wellboned, designed on Smoothie Controleur principle, with side sections in a firm, two-way stretch web, made with "Lastex" and the same non-elastic satin panels. Sizes 26 to 38.

This season . . . one must be smoother than smooth

Perhaps the one thing all fashion authorities agree on is that Fall is taking us back to the turn of the Century, with a defined bust and a corseted waistline. All of which means more accent on "Lastex" yarn, which alone makes possible these small miracles of modern corsetry. For the foundation garments the well-dressed woman demands today are not only made better with "Lastex," but would be quite beyond the reach of the cleverest designers without "Lastex." In selecting foundations, or other apparel, bear in mind that "Lastex" is not a fabric, garment or design. It is an all-purpose elastic yarn, the only one of its kind. Used alone or combined with other yarns, "Lastex" imparts stretch to all types of woven or knitted fabrics, silk, cotton, wool or rayon. "Lastex" has ushered in a new era of better fit, greater comfort, more convenience, in all kinds of apparel for men, women and children. But to get back to foundations—you will find these and other garments, made by the world's most famous makers, with benefit of "Lastex," at better stores everywhere. To avoid any possible misunderstanding, ask for it in "Lastex."

Illustrating

Smoothie
Controleur

made by

THE STROUSE, ADLER CO.

New Haven, Conn.

made with

Lastex

REG. U. S. PAT. OFF.



THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured (US) *exclusively by United States Rubber Products, Inc., 1790 Broadway, New York City*



The way you look tonight

. . . DEPENDS UPON THE SHOES YOU WEAR TODAY





Gorset



Natural

REVEL IN THE THREE-WAY FIT OF SMARTLY STYLED

Naturalizers

Meet the evening with a song in your heart and a face free from frowns. Work—walk—shop in shoes that pay subtle compliments to your costume and to your own good taste . . . *Naturalizer* Shoes! In Naturalizers, there's an extra snugness of fit at the heel—your foot is held in place through the instep as if by a firm but gentle hand—your toes have the freedom they need for carefree comfort. To be sure of this delightful "three-way fit", ask your dealer for Naturalizer Shoes. Made in the newest and smartest materials and colors . . . in styles fashionably correct for every occasion. Write for booklet of new Fall shoe fashions. Blue Ribbon Shoemakers, Department H, St. Louis. $6.75 to $7.75

DON'T SPEND YOUR LIFE

Two feet from happiness

WEAR NATURALIZERS



Zest in MATINEE MODES of Celanese*

SWING into Fall in three flattering selections from MATINEE MODES, exquisitely made of TABBY-TAFF . . . the new, softly draping, sheer grosgrain weave that has inspired so many leading couturieres. They'll make each wearing an exciting adventure!

(Left) The Waldorf

Slim, trim and dashing is this softly draped frock, with its long flowing sash. A pair of brilliant rhinestone clips glorify the new softly shirred neckline. An exquisite style for fall. Priced under Twenty Dollars.

(Center) The Ambassador

This ever-so-smart Bolero Suit features a gay attached blouse and sash of novelty ombre-striped metal cloth; Slide fastener graced with attractive rhinestone ornament. Priced under Twenty-five Dollars.

(Right) The Pierre

A perfect example of the pencil silhouette for fall. Distinguished by rows of lovely braid and buttons. And the smart gathered bodice will do things for your figure! Priced under Twenty Dollars.

Sizes 14 to 44, in Black, Brown, Navy, Rustic, Margo Wine, Gainsboro Blue and Boxwood Green.

MATINEE-MODES

Now Being Shown by Fine Stores Everywhere

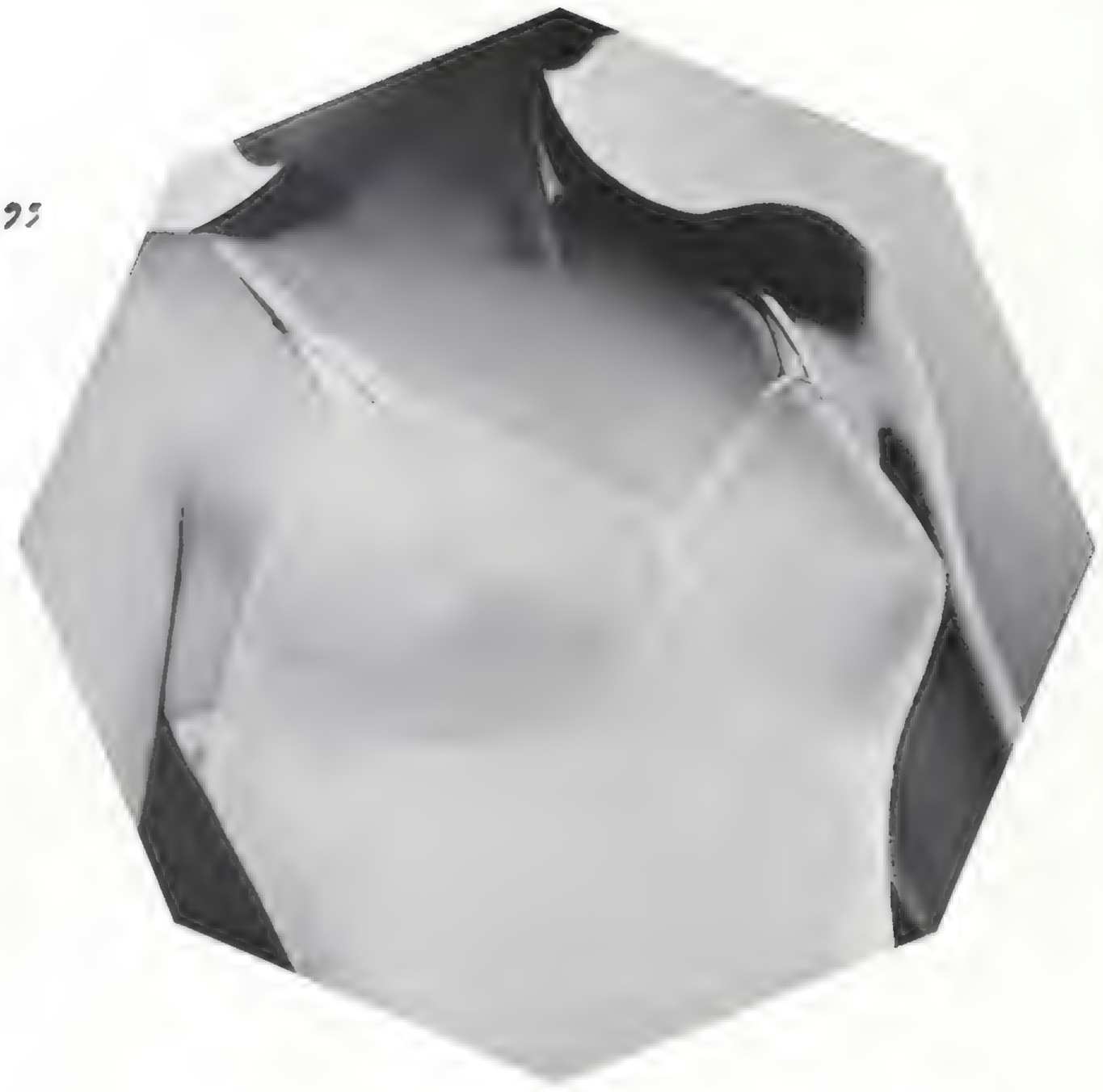
For name of nearest, write: PRICE-SCHLESINGER, INC., 1400 Broadway, New York, N.Y.

*Reg. U. S. Pat. Off.

AN ORIGINAL FABRIC
BY ALPREN-LEVINTHAL

Design Patents ©

Now "*Foundettes*" BY MUNSINGWEAR WITH *Bando-Lure*







A bandeau innovation that uplifts, supports and rounds the bust in the *new natural contour*

NOW at last in foundations, a bandeau with a cleverly devised seamless underbust portion of Lastex to give perfect contour and comfort not only to average figures but to small and full types as well. It is *Bando-lure*, brought you exclusively by Munsingwear for full-length "Foundettes"—two-way stretch foundations famous for their achievement of figure control, plus figure rhythm, and in the new separate "Foundette" *Bando-lure* bandeau.

Don't deny yourself the comfort and flattering lines of the new *Bando-lure* a day longer. Ask to see the new "Foundettes" by Munsingwear. Try them on. See how the extra-resilient Lastex yarn of which "Foundettes" are fashioned provide the new silhouette . . . smaller waist, rounded hips, flattened diaphragm. Notice the unexaggerated, natural high bust line *Bando-lure* provides. You'll be delighted with the low cost, the washability and wearability of "Foundettes" by Munsingwear.

MUNSINGWEAR, MINNEAPOLIS

Above. The new "Foundette" *Bando-lure*, an utterly new-type bandeau that gives new figure trimness, new comfort. "Foundette" girdle is made of Munsingwear's extra-resilient power tissue-weight two-way stretch fabric to provide the figure rhythm for which "Foundettes" are famous.

To the right. She achieves the new slim-trim line with the *Bando-lure* top of Munsingwear's full-length "Foundette" of power tissue-weight two-way stretch fabric. Low back; adjustable, forked shoulder straps.

GEORGE W. VASSAR

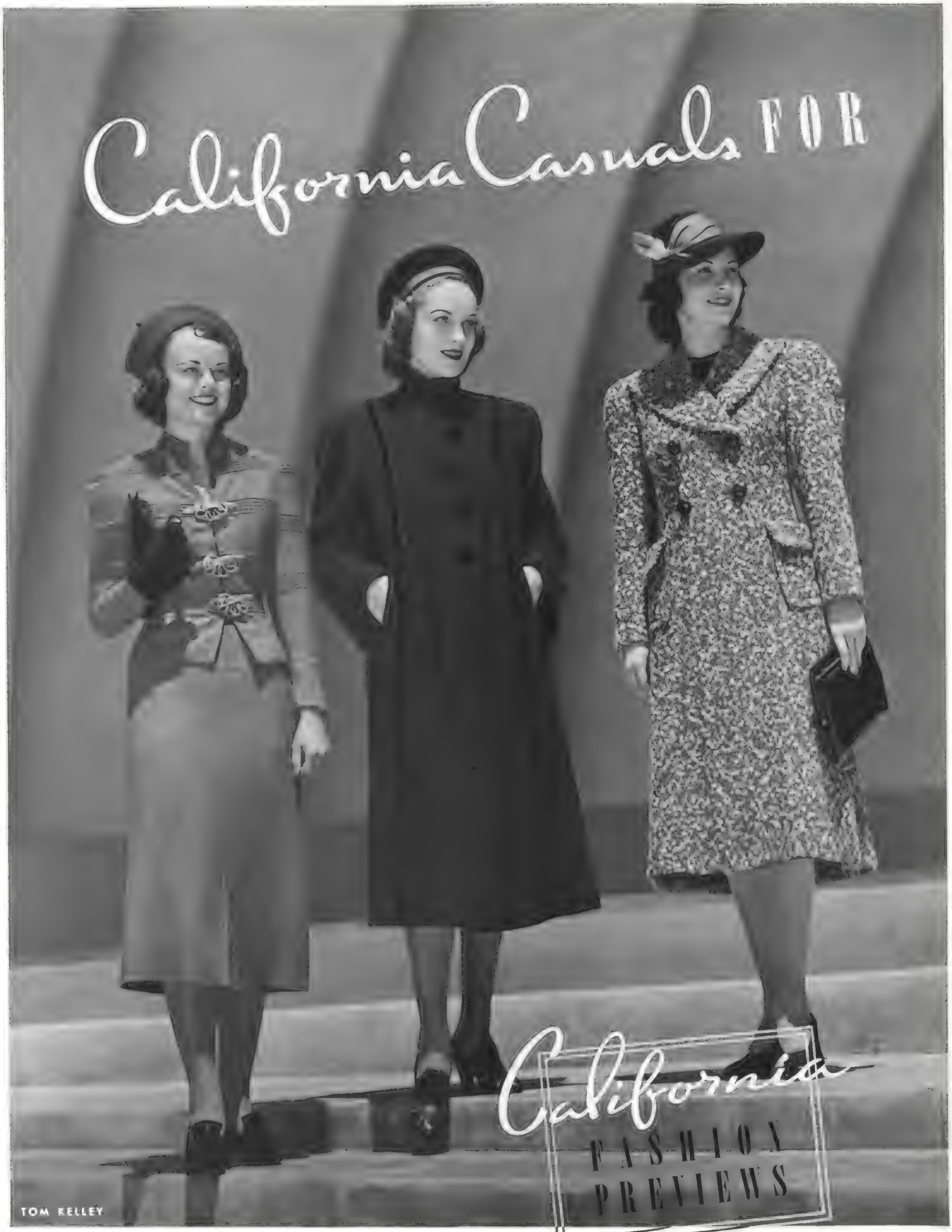
Two Young Enough
Moderns
greeting the Fall
in their
crepe dresses
featuring
a fabric
woven with
Celanese* yarn.
19.95

JANE ENGEL
New York
Featuring a Fabric of
CELANESE YARN
REG. U.S. PAT. OFF.

JANE ENGEL
MADISON AVENUE AT SEVENTY-NINTH
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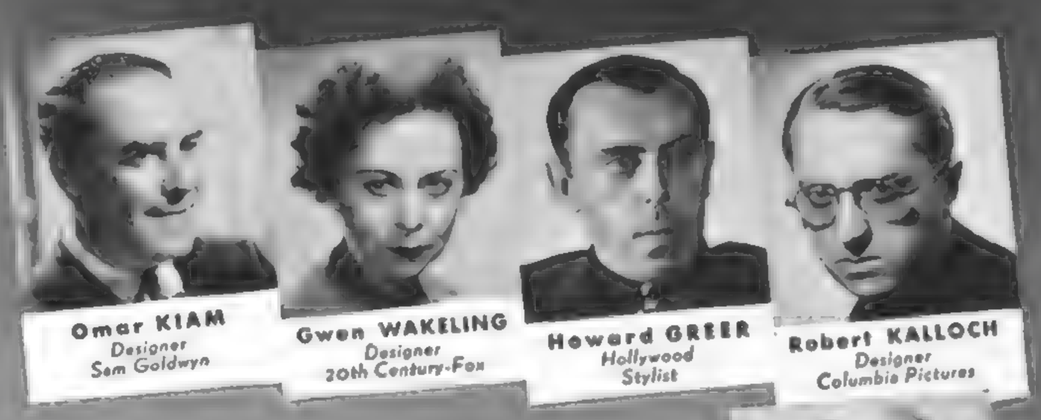


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☆ FEATURED BY AMERICA'S

AUTUMN ★ ★ ★

...for well-groomed women who prefer to stress the casual note. Chosen by this committee of distinguished California stylists.



A trio of garments which embody all the youth, the freedom, the vitality, the style-rightness which make California-created clothes coveted by American women. Left: a two-piece, pencil-slim dress of sheer wool, embellished by a horizontal corded design; center: coat in a bouclé fabric, slender as only vertical lines and shoulder-to-hem straightness can make it...velvet trimmed; right: classic Chesterfield in a richly textured nubby tweed, superbly styled. Each garment is . . . $29.75.



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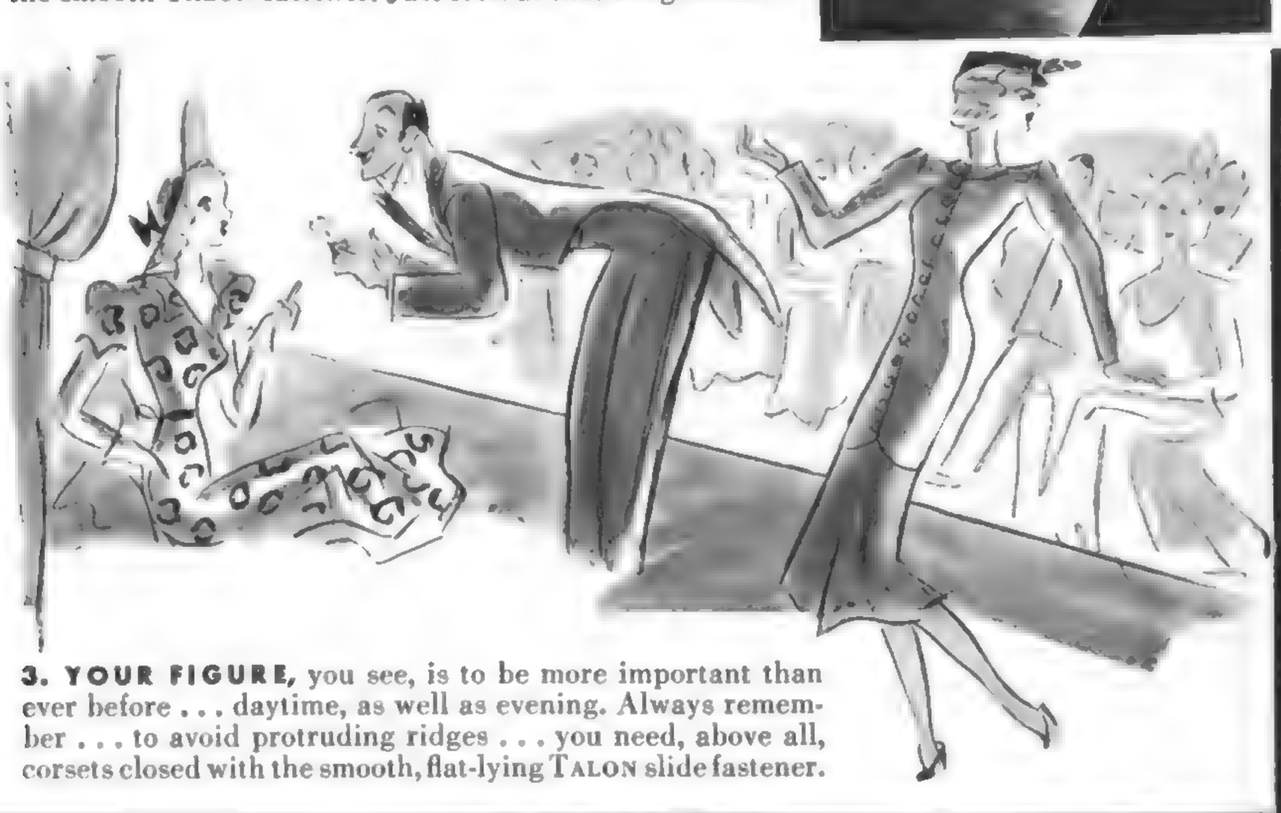
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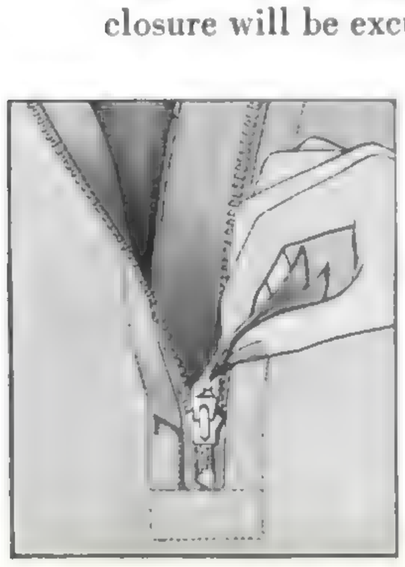


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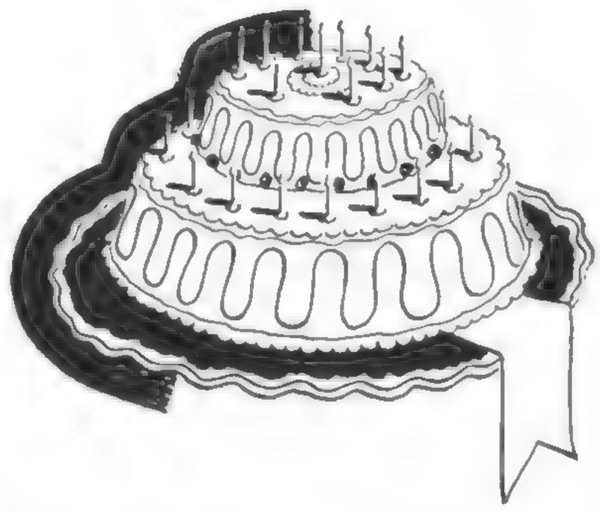
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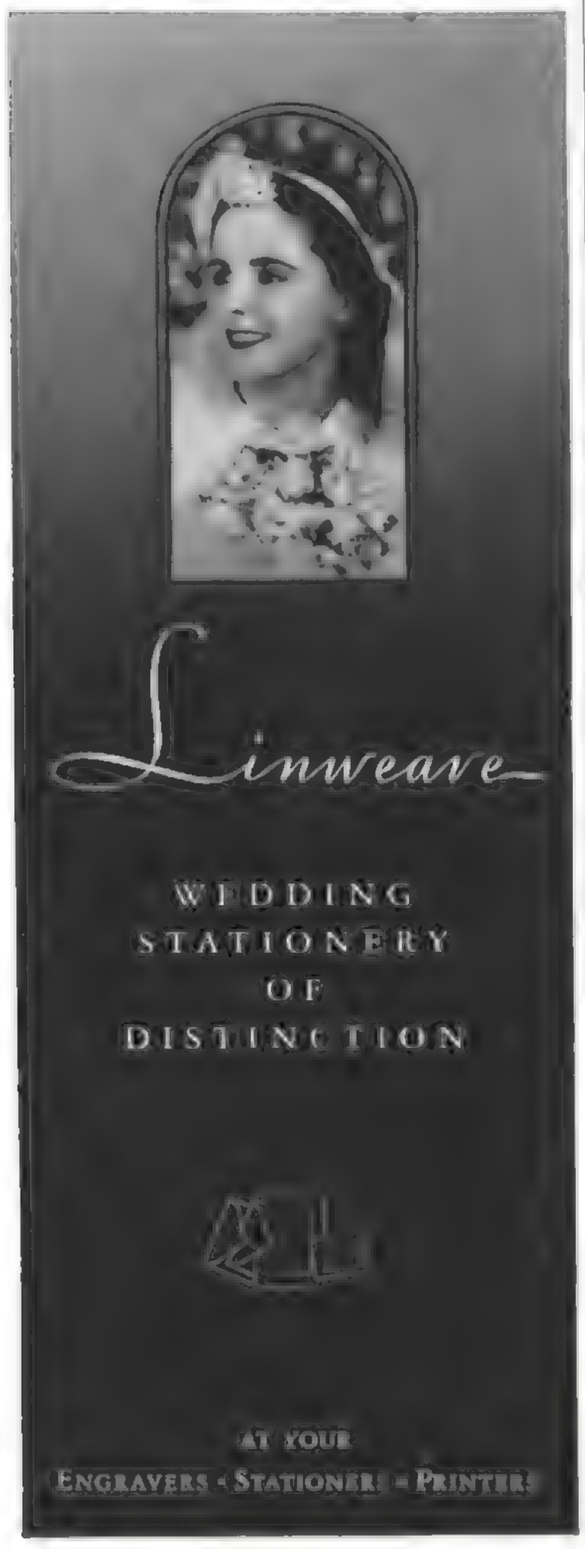
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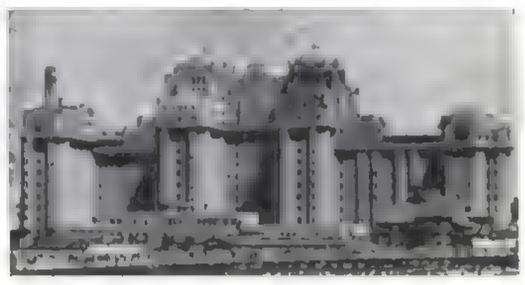
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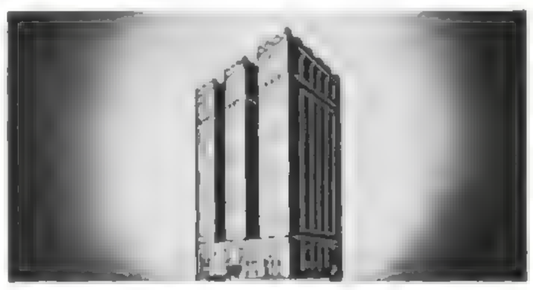
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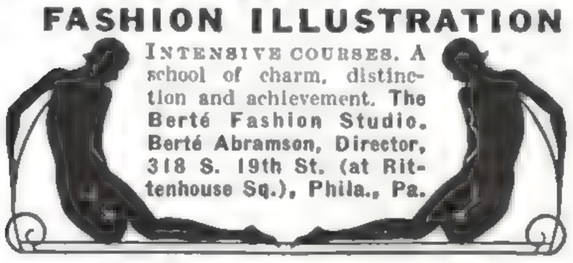
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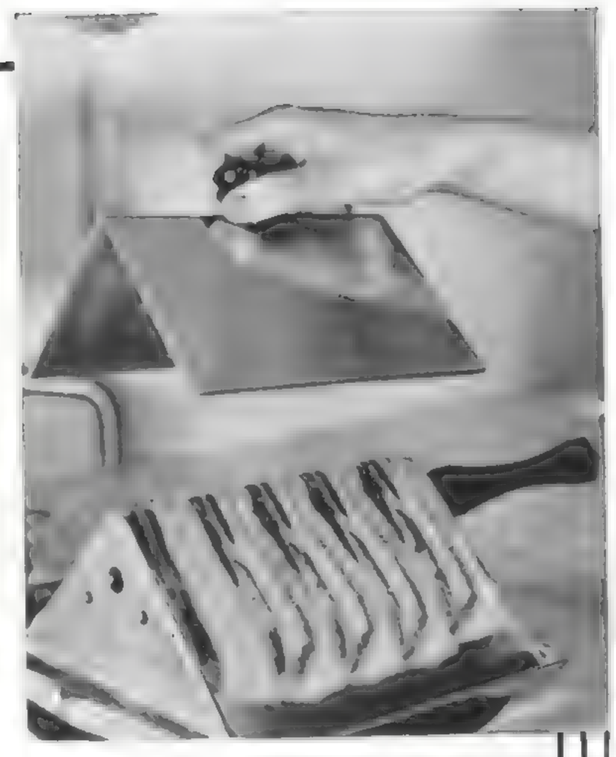
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Vogue Covers

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Perhaps you are curious about the construction and excavation on Fifty-Third Street, just West of Fifth Avenue. Or you may be searching tirelessly for the Museum of Modern Art. In case you are baffled by all this, there is to be a new and larger Museum of Modern Art on the site of the old building, with an addition of adjoining land. By the end of next summer, the new building should be finished, and, in the meantime, temporary quarters are at 14 West Forty-Ninth Street. Part of the Museum's own collection of paintings has been transported here, as well as current exhibits.

The new building, which promises to be an imposing structure, will be five stories high—topped by a penthouse. Rising above the penthouse is a tower. White marble will face the Fifty-Third Street front and one side, while the back of the building will be a combination of glass brick and clear glass. In the basement will be a lecture-room seating more than five hundred persons, with adjacent lounge. The large windows on the ground floor face the street in front and a garden in the rear. Here most of the temporary exhibits will take place. The Museum of Modern Art Film Library will occupy half the fourth floor, and the other half is to be devoted to the Museum's own books, more than three thousand in number. The offices will be on the fifth floor, and the penthouse will be reserved for meetings of the Board, trustees and various committees. The trustees, by the way, were responsible for a large part of the million-dollar fund necessary to begin this enterprise.

Aping Sweden

A mammoth model of a Viking ship is only one of the features that distinguish the "Swedish Tercentenary Art Exhibit" from the other autumn art exhibitions. Actually, it commemorates the founding of Wilmington, Delaware—which, in 1638, was known as the "New Sweden" colony. Here the Swedish flag waved proudly for a brief seventeen years, but the fact that it waved first seems an ample excuse for assembling the largest collection of art ever sent out of Sweden.

From September 24 to October 6, the Mezzanine Galleries at the Rockefeller Center International Building will serve as material shelter to this exhibit, which is under the patronage of H.R.H. Crown Prince Adolf. And the Swedish public must wait until the American round of showings is over before seeing the collection in Gottenborg or Stockholm. Although Scandinavia in general is a forerunner of modernism, this particular exhibit is devoted to the origins of Swedish civilization; it emphasizes the historical rather than the contemporary. With the Surrealist paintings and pre-fabricated houses shown us at every turn, this could almost be termed a relief.

Viking art of a practical nature, such as weapons with which to kill and implements with which to cook, will fill the first of the three large rooms. Next come the furniture, textiles, silver, wall-paintings, and early church art of peasants from mediæval times up to 1800. The third group consists of pictures and sculpture of the past three centuries.

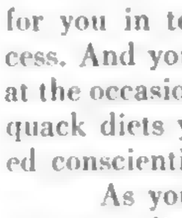
The fact that admission is free will not be the main drawing-card. To discover how much we have borrowed from Swedish civilization would be worth paying for—if necessary!

True story of diets

Dietetics, a career that women may monopolize, is a new, uncrowded field with unlimited possibilities. The New York Institute of Dietetics, at 660 Madison Avenue, makes unravelling the mysteries of food enjoyable, and teaches you how to turn your knowledge into more than dinner-table conversation. Here, in the course of nine hundred hours—eleven months on your calendar—you can be transformed into a food expert who knows all the answers. You learn not only what goes into beautiful, delectable dishes, but what the ingredients do for you in terms of health and success. And you will doubtless shudder at the occasional revelations about the quack diets you have already followed conscientiously.

As you develop in this course, you may discover that your forte is writing about food or teaching it. It may be that you will become a hospital dietitian, the supervisor of a restaurant, or a protagonist in the cause of beauty through food. And if your place is destined to be in the home, such a course will aid and abet the career of wife and hostess. Enrolment is in September, the cost is about $350, and, with students from all over the world, the school has that yearned-for cosmopolitan flavour.

Genteel sport



Our grandmothers, and even our mothers, are apt to point with pride at the intricate needlework on some antiquated piece of furniture and claim that it took five or ten years to finish. Therefore, we think twice before taking up needlework ourselves. The twentieth century dislikes dealing in terms of decades, and leisure time for needlework seems to have diminished.

The age of this charming handiwork, however, does not pass. At Macy's, from September 21 to

the town

October 2, to-day's needle-point, designed for the home by the Dritz-Traum and Minerva yarn companies, is to be on display. Demonstrators will prove that the smaller pieces, with a certain amount of stick-to-it, may be completed in three weeks. Some of the patterns are of modern invention others are copies of hangings of long ago. How they look when they're finished will be the crux of the exhibit, but actually the unfinished pieces and the yarns are to be sold in the needlework department adjoining the show. The exact colours are specified on many of the designs, but there are others with an element of choice. And the needlework salesmen do not leave you to your own devices with little booklets; they'll give instruction and advise *gratis* at any time (within reason).

Personal appearance

It is possible to devour every course on the menu at Tessie's Old Vienna restaurant without suffering the consequences and feeling lethargic. Austrian specialties like Wiener Schnitzel dissolve in the mouth and leave ample space for a large serving of apple Strudel or Tessie's special *crêpes*—special because they are heavily coated with spices, and hidden somewhere between the featherweight folds are small slices of lemon.

Tessie herself, an active, red-haired little person, has a hand in every dish that's cooked and yet finds time to greet most of her clientele as old and familiar friends. Tessie used to run a tiny tea-room on Fifty-Sixth Street, but five months ago, when she moved to 133 East Fifty-Fourth Street, she expanded her establishment. Now her front dining-room has ten or more white-clothed tables with red chairs, and the inevitable corner bar. Adjoining is a more compact little room lined with high-backed booths for "tête-à-tête" purposes, and outside is a breezy garden where on balmier days both lunch and dinner are served.

Tessie, who has been housekeeper to several celebrities, including Norma Shearer, does not attempt to give an unusually wide choice to the menu, but prefers to have each dish approach perfection. She is genuinely interested in the individual meal and creates a personal bond of sympathy with her guests. Every order is cooked separately, but it arrives at the table with surprising alacrity.

Imported wine at twenty-five cents a glass adds to the meal, and the bar in general has average prices. Cocktails are not poured heedlessly together, and even the old standby, the dry Martini, is concocted with fond care. Unless you have to leave for the theatre after draining the demi-tasse at one swallow, it is pleasant to linger on and try some of the peach bowl. This should be ordered when you first come in, as the mixing process is a lengthy one. Cognac, curaçao, Rhine wine, and champagne are carefully blended with ice, maraschino, and peaches and poured into thickly frosted balloon glasses. Time becomes immaterial after the peach bowl is brought in, so it is wiser to have no pressing engagement at hand.

Lunch may be had at well under a dollar, and dinner starts at $1.35. The three waiters who attend you with willing smiles are wholeheartedly pleased when you eat with relish. In the main dining-room, rows of signed photographs of Tessie's former employers beam down at you, and you wonder how *they* kept their Hollywood figures on food saturated and cooked in butter.

Sixteen Sundays



Last year, the New Friends of Music, Inc., decided that the great American public had insufficient opportunity to hear classical masterpieces. Bright young composers and syncopation have relegated the old masters to the dusty shelf. So to remedy this dearth of classics, a series of subscription concerts were presented.

Evidently, these concerts were enormously successful, for this year there is to be a second series. The season will open at Town Hall on November 7 and will continue every Sunday afternoon at 5:30, for sixteen successive weeks. This does not mean that you miss dinner—for the concerts are usually over by seven.

There will be a Mozart, Schubert, and Schumann series of chamber-music this year. Last year, it was Beethoven and Brahms. Top prices are $15.40 for sixteen of the concerts—$8.25 for eight of them. A great number of Mozart's last quartets will be played, as well as several complete song cycles of Schubert and Schumann. The more unusual arrangements of all three composers, such as wind and string, will be included in the programs.

Elisabeth Schumann is the outstanding singer invited to assist, and Artur Schnabel, Rudolf Serkin, and Leonard Shure are among the pianists, while Efrem Zimbalist leads the violinists. A wide choice of well-known guest artists have been chosen to supplement the Budapest, the Hart House, the Gordon, the Kolisch, and the Pro Arte String Quartets, as well as the Stradivarius Quartet, the Musical Art Quartet, and the Pasquier Trio. Richard Moses manages New Friends of Music, Inc., at 15 West Forty-Fourth Street. Balcony seats are almost sold out, but choice orchestra seats are still to be had. And, although it may seem at this time that you will be out of town almost every Sunday, by bleak November you are bound to feel differently about city life. New York is a pleasant retreat when raw winds are blowing. (Continued on page 66)

Maison Burano



brown velveteen dress, raspberry plaid jacquette bordered with skunk

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AAAAA to C Narrow fitting heel
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VOGUE COVERS THE TOWN

(Continued from page 65)

Timber racing

Most important of the first early autumn races is the Meadowbrook Steeplechase Association's Hunt Race Meet at F. Ambrose Clark's estate in Westbury, Long Island. On September 25, those who are interested in amateur racing, and even those who are not, may park their cars on this vast estate, walk through pine woods to the course in the outer fields, and have an excellent view from the hillside of timber racing at its best.

Folies Bergère



Noise, colour, and entertainment on a huge scale make an evening at the French Casino put previous evenings in a paler, tamer light. A cast of eighty-odd (but not peculiar) performers has been culled from remote French cabarets. Among them are two captured Arabian Princesses, a prize-winning English beauty with red hair, and some Apache dancers.

Two and a half years ago, the title "Folies Bergère" was stolen from the Continent, and this year's show goes under the same name. Surrounded by a new magenta colour scheme, you may divide your time between a multi-course dinner, admiration of Jacques Duval's spectacular costumes in action, defined by Komorova's choreography, or a battle for monopoly of the dance floor. It's well to call for reservations: COlumbus 5-7070.

Before it's too late

Perhaps the new autumn ensemble hanging in your closet deludes you into thinking that winter is around the corner. You may have discarded your straw hats and linens, but that is no reason to discard all the warm-weather pastimes, as well. Now is the time, in fact, to do all those things you meant to do in the humid summer months....

....Take another look at the sweeping view of the Hudson up at the Claremont; Jolly Coburn's orchestra does not drown out the ghosts of this one-time country seat, and temporarily you lose touch with metropolitan life.... Dangle your feet once more over the edge of "Dead End" by the East River, or drive about the city in a rumble seat.... Dance in the open at Rockefeller Center, where, above you and on all four sides, an admiring audience stands several feet deep.... Make a tour of Central Park and stop by at the Tavern-on-the-Green, where you may sit for hours with no minimum or maximum charge and dance without bruises on an uncrowded floor....

....It's cool enough to take a Sunday Bicycle Train, and they start up again on September 19. Reserve your bike when you buy your ticket and spend a day pedalling about the countryside with some refreshment from a picnic or the moderately priced New Haven Railroad diner.... Try the Waldorf-Astoria's Starlight Roof, and don't be afraid to step out onto the balcony and sniff the autumnal breezes of night; it might almost be the top of the Empire State Building.... Or actually try the Empire State—an occupation that New Yorkers usually postpone indefinitely.... Before Playland in Rye admits that summer is over, turn upside down on the dreaded roller-coaster, which isn't half as frightening as it looks....

....Animals in the Central Park Zoo don't hibernate, but the cafeteria there does. It's less crowded these days, because many hothouse flowers have given up eating out-of-doors.... And doubtless you have more energy now to cope with Coney Island or a West Side roller-skating rink.... The air-cooled Planetarium is not only a summer retreat, but a perennial source of information.... Above all, don't get tired of your new clothes too soon.

Concert début

Ruby Elzy, who was loudly applauded at the Stadium's Gershwin Memorial Concerts last month, will make her more formal concert début at Town Hall on Sunday, October 10. Miss Elzy's soprano voice was also heard in "Four Saints in Three Acts," and later in "Porgy and Bess." Her program at Town Hall, however, is to consist largely of operatic numbers and classical arias.

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SOCIETY

BIRTHS

NEW YORK

Belcher—On July 31, to Mr. and Mrs. Benjamin M. Belcher (Nancy B. Knapp), of Greenwich, Connecticut, a daughter, Nancy Ann Belcher.

Brett—On August 7, to Mr. and Mrs. Philip Milledoler Brett, junior (Elizabeth M. Weld), of New York and Greenwich, Connecticut, a son, Philip Milledoler Brett, third.

Gilpatric—On August 11, to Mr. and Mrs. Roswell L. Gilpatric (Margaret F. Kurtz), a son, John Fulton Gilpatric.

Hoopes—On August 15, to Mr. and Mrs. Clement R. Hoopes (Marcia Meigs), a son, David Macmillan Hoopes.

LaRoche—On August 1, to Mr. and Mrs. C. J. LaRoche (Clara Russell), of Southport, Connecticut, a son, Russell LaRoche.

Patterson—On August 2, to Mr. and Mrs. Robert Porter Patterson (Margaret T. Winchester), of Garrison-on-Hudson, New York, a daughter.

Peniston—On July 31, to Mr. and Mrs. Eric Walker Peniston (Dorothy H. Fitch), a son, Eric Walker Peniston, junior.

Peters—On July 28, to Dr. Frank Hart Peters and Mrs. Peters (Madeleine Henriques), a daughter, Sara Hart Peters.

Smith—On August 13, to Mr. and Mrs. St. Clair Moen Smith (Mary de Wetter), of North Attleboro, Massachusetts, a daughter, Noel Claire Smith.

St. John—On August 4, to Mr. and Mrs. Orson L. St. John (Joy I. C. Dickerman), of Greenwich, Connecticut, a son, Orson Louis St. John, junior.

BUFFALO

Tremaine—On August 10, to Mr. and Mrs. James Granville Tremaine (Phyllis H. Bickford), of New York, a daughter.

Van Arsdale—On August 3, to Mr. and Mrs. Malcolm Guerin Van Arsdale, junior (Barbara Baker), of Glen Ridge, New Jersey, a son, Malcolm Guerin Van Arsdale, third.

CLEVELAND

Crile—On June 10, to Dr. George H. Crile and Mrs. Crile (Jane Halle), a daughter.

Sherwin—On June 8, to Mr. and Mrs. Francis M. Sherwin (Margaret Halle), a son.

LINCOLN, NEBRASKA

Stuart—On July 19, to Mr. and Mrs. Charles Stuart (Elizabeth Brown), a son, John Lyman Stuart.

MONTGOMERY, ALABAMA

Jones—On July 13, to Mr. and Mrs. Amos Berney Jones (Allie Rice), a daughter, Julie Hamilton Jones.

Marks—On August 1, to Mr. and Mrs. William Mathews Marks (Elva Quisenberry), a son, William Mathews Marks, junior.

NEW HAVEN

Barhydt—On June 12, to Mr. and Mrs. Steele K. Barhydt, a daughter, Katrina Barhydt.

Leonard—On July 1, to Mr. and Mrs. Robert J. Leonard, a daughter, Evelyn Leonard.

Sheppard—On July 30, to Mr. and Mrs. John Wade Sheppard, a daughter, Sandra Sheppard.

OKLAHOMA CITY

Schweinle—To Mr. and Mrs. Charles Schweinle, junior, a son, Charles Schweinle, third.

Vaughey—To Mr. and Mrs. William Meagher Vaughey, a son, William Meagher Vaughey, junior.

PITTSBURGH

Mellon—On August 5, to Dr. Matthew T. Mellon and Mrs. Mellon (Gertrude Altegoer), a son.

BIRTHS

SIOUX CITY

Egan—On July 18, to Mr. and Mrs. Eugene Egan (Florence Jane Newton), a daughter, Mary Abigail Egan.

Manning—On July 24, to Mr. and Mrs. Arthur Calvin Manning (Doris McCornack), of East Orange, New Jersey, a son, Robert McCornack Manning.

SPOKANE

Fosseen—On July 22, to Mr. and Mrs. Neal Randolph Fosseen (Helen Witherspoon), a son, Neal Randolph Fosseen, junior.

TAMPA

Pierce—On July 23, to Mr. and Mrs. T. S. Pierce (Carey Griffith), a son, Thomas Carey Pierce.

TULSA

Breckinridge—On August 3, to Mr. and Mrs. William R. Breckinridge (Helen Jane Phillips), a son, Peyton Anthony Breckinridge.

WATERBURY

Marshall—On August 6, to Mr. and Mrs. George D. Marshall, junior (Esther Coe), a son, George Daniel Marshall, third.

Powell—On August 3, to Mr. and Mrs. Edwin Burnley Powell, junior (Eleanor Griggs), a son, Edwin Burnley Powell, third.

ENGAGEMENTS

NEW YORK

Blagden-Pierson—Miss Cornelia Waldo Blagden, daughter of Mrs. Francis Meredith Blagden, of New York and Sterlington, New York, and the late Arthur Campbell Blagden, to Mr. Henry Lowrey Pierson, son of Mr. and Mrs. Thomas Haines Pierson, of Sterlington.

Dudley-Brower—Miss Edna Maria Dudley, daughter of Mr. and Mrs. John Leonard Dudley, of Pleasantville, New York, to Mr. Burr Vanderburgh Brower, son of Mr. and Mrs. Herbert Henson Brower, of New York and Cleveland, Ohio.

Gray-Cheney—Miss Eleanor Gray, daughter of the late Reverend Dr. Arthur Romeyn Gray and Mrs. Gray, of New York and Garrison, New York, to Mr. David Howell Cheney, son of Mr. Howell Cheney, of Manchester, Connecticut.

Halle-Seymour—Miss Anne Halle, daughter of Mrs. Helen B. Halle, of New York, and of Mr. Stanley J. Halle, of Chappaqua, New York, to Mr. Ford de Villers Seymour, son of Mr. and Mrs. Eugene Ford Seymour, of New York and Fairhaven, Massachusetts.

O'Connell-Rousseau—Miss Eileen Patricia O'Connell, daughter of Mr. and Mrs. Daniel O'Connell, of New York and South Norwalk, Connecticut, to Mr. William Parker Rousseau, son of the late Rear-Admiral H. H. Rousseau, U. S. N., and Mrs. Rousseau.

Whiting-Baylis—Miss Sarah Adams Whiting, daughter of Mr. and Mrs. Butler Whiting, of New Rochelle, New York, to Mr. James Robert Baylis, son of Mr. and Mrs. A. W. Baylis, of Scarsdale, New York, and Noank, Connecticut.

Whiting-Hyland—Miss Florence Day Whiting, daughter of Mr. and Mrs. Butler Whiting, of New Rochelle, New York, to Lieutenant John J. Hyland, U. S. A., son of Captain John J. Hyland, U. S. N., and Mrs. Hyland, of Port Washington, Long Island.

CHARLESTON

Durant-Bassett—Miss Henrietta Durant, of Charleston, South Carolina, daughter of the late Mr. and Mrs. Ed-

(Continued on page 70)

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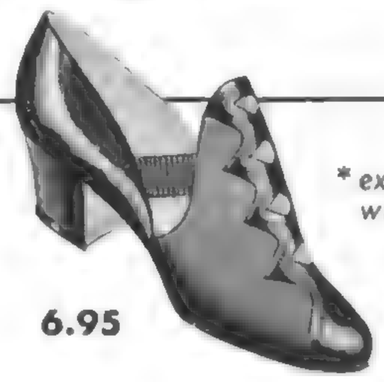
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SHIFTS IN SHOPS

ROSE AMADO, seizing on the summer lull as the logical time to make changes, has added a Petit Salon to her shop at 660 Fifth Avenue. The "petit" refers to financial rather than dimensional limitations. There, in restful yellow-and-grey surroundings, those of you whose pocketbooks will stretch only so far may choose from a group of day and evening clothes priced from $35 to $75, all chosen with the same selective faculty that built (and maintains) the Rose Amado reputation in more expensive clothes.

T. AZEEZ'S unusual jewels will have a new setting in 386 Park Avenue, right in the midst of that flourishing new shopping district. Ely J. Kahn is the decorator and will turn it into a modern French interior, with glossy maplewood walls, almond-green rugs and hangings, and furniture designed especially for the new shop by Eugene Printz.

LILLY DACHÉ has packed up her hat-boxes and moved into the nine-story building at 78 East Fifty-Sixth Street, which she herself has just had built. T. H. Robsjohn-Gibbings designed the interiors, with a grand staircase sweeping up to the Salon, where there are circular mirrored walls framed in white flogged hide, torchères of frosted crystal, and a great domed ceiling. [Jonai, newly affiliated with Daché, will open a shop of day and evening clothes on the fifth floor.]

EUROPA HOUSE is a new establishment that should go down in the address-book of all lovers of Austrian things. The shop, at 11 East Fifty-Sixth Street, will bring you all those famed Austrian ski trappings; all those authentic jackets, fabrics, dirndls, peasant sweaters, socks. Many of the classics will be copied here, and there will be a special group of warm wool evening clothes for ski resorts.

MURIEL KING is moving to a stately greystone house at 49 East Fifty-First Street. You'll find a delightful colour scheme of shell tints—oyster-white, beige, and pink—which ought to prove soothing in the hurly-burly of getting the season started.

Sometime in your life you've probably owned an outfit that stayed stubbornly in fashion, year in and year out. Miss King has deliberately planned a new group of evening clothes for such immortality—you might investigate this!

MARCEL ROCHAS, the first of the *grande couture* to open a large-scale New York establishment, is pioneering in a very de luxe manner at 32 East Sixty-Seventh Street. The shop duplicates Rochas' Paris salon, with the same white-plastered walls and blue-covered furniture, doubled and redoubled by miles of mirrors. Monsieur Rochas has designed a collection of one hundred models especially for his American clientele, with French fitters and workroom girls. More news later.

CHEZ ROSETTE has migrated to 10 East Fifty-Sixth Street, with a sizeable collection of day and evening clothes (all under $40). Pleasants Pennington officiated as decorator, and has captured the meticulous elegance of the Victorian era—plump satin sofas, old chandeliers, and prim wall-paper in blue and white. The second floor takes a turn in another direction—it's for sports and cruise clothes, with tropical murals and South Sea bamboo furniture. All the clothes are kept out of sight, to give you the pampered feeling of shopping in a private salon.

ELEANOR BEARD has set up new headquarters at 446 Park Avenue in a sort of snow-crystal atmosphere, achieved by white walls, quilted white hangings, and a panorama of mirrors. As you've undoubtedly discovered, Mrs. Beard has marvellous quilted things made in the Kentucky Mountains—you can even have fabrics quilted to order for your favourite furniture. And Mrs. Beard's collection of bedroom, bathroom, and dressing-room accessories, as well as slipper chairs, can't help but arouse the interior decorator in you. (Continued on page 69)

SHIFTS IN SHOPS

(Continued from page 68)

CAMMEYER SHOES start on new paths October 1, in a just-built, six-story building at 448 Fifth Avenue. Built-in settees replace the conventional rows of chairs, and each type of shoe will have a section, if not a whole floor, to itself. Swedish wall-paper, French murals, and tinted mirrors form part of the decorations; curtains conceal the stacks and stacks of shoes. To save you countless footsteps, there's a Hosiery, Glove, and Bag Bar.

MRS. FRANKLIN, who's staying right where she is in her Fifty-Third Street shop, is bringing about a good many changes on the inside, including a new colour scheme—beige, black, and white, in the unfussy modern manner. However, Mrs. Franklin's collection of sportswear, hand-knitted clothes, knit materials by the yard, and supremely well-done tailored dinner-dresses is the same sort of collection you knew and loved in the old setting.

ALICE MARKS' superlative Gift Shop, the haven for harried gift-givers, has moved to 6 East Fifty-Second Street. Whether you buy your gifts beforehand or at the last minute, keep this address in mind—for charming small *objets*, for bon-voyage fruit baskets, home-made candy, and so on. You'll probably end up buying yourself a gift.

MADAME ET LA JEUNE FILLE—This shop, so well identified at 553 Madison Avenue, has changed quarters to 417 Park Avenue. In grey-and-yellow and mirrored salons, Mrs. Allan A. Robbins will continue to have smart clothes for all ages. In addition to the important clothes—made to order or ready-to-wear—there will now be a new collection of young, ready-to-wear models—at prices to meet young allowances. Smart hats, accessories, and the beautiful tea-gowns designed by Mrs. William B. Scaife will also be a feature of this shop.

LORD AND TAYLOR is in a ferment of change. Three floors will be newly dedicated to house furnishings, with William Pahlmann adding bedrooms, living-rooms, and dining-rooms to his department of antiques and modern furniture. The sixth floor will be turned over to clothes for the younger generation, from infants to sixteen-year-olds, all kept in separate sections. Beside this, the women's and misses' dress departments will undergo scene-shifting.

JAY-THORPE is offering the services of Maybelle Manning, fashion adviser, for those of you who like to have special, personal advice about your clothes. Miss Manning's years of designing and her experience with her own clientele especially fit her for this helpful advice, whether you have clothes problems or merely wish to avoid them.

MARTHA WEST has found a new home for her sports clothes—she's moving her 838 Madison Avenue branch to 770 Madison Avenue. (The 444 Madison Avenue branch remains.) This shop will have the casual breeziness of an Adirondacks lodge, with pine panelling all around. Her Tweed Shop, in particular, will delight you with its collection of imported fabrics.

TO OUR CONTRIBUTORS

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SOCIETY

ENGAGEMENTS

(Continued from page 67)

ward Warburton Durant, to Mr. Richard Horace Bassett, of Northampton, Massachusetts, son of the late Professor John Spencer Bassett and Mrs. Bassett.

CLEVELAND

Lincoln-Wilson—Miss Mary Marjorie Lincoln, daughter of Mr. and Mrs. James F. Lincoln, to Mr. Robert Andrew Wilson, son of Mr. and Mrs. O. Raymond Wilson.

Mather-McMillan—Miss Elizabeth Mather, daughter of Mr. S. Livingston Mather, to Mr. S. Sterling McMillan, second, son of Mrs. Samuel E. Strong, of Gates Mills, Ohio.

Newton-Kirkland—Miss Anne Newton, daughter of Mr. and Mrs. Harry Kent Newton, of Cleveland, Ohio, to Mr. Charles Alexander Kirkland, junior, son of Mr. and Mrs. Charles Alexander Kirkland, of East Orange, New Jersey.

NEWARK

Carrington-Halsey—Miss Barbara Anne Carrington, daughter of the late Ellsworth Torrey Carrington and Mrs. Carrington, of Newark, New Jersey, and Edgartown, Massachusetts, to Mr. Robert Heurtin Halsey, junior, son of Dr. Robert H. Halsey and Mrs. Halsey, of New York.

SAINT LOUIS

Johnson-Desloge—Miss Loriel Martens Johnson, daughter of Mr. and Mrs. W. Halsey Johnson, of New York City and Bronxville, New York, to Mr. William Livingston Desloge, son of Mr. and Mrs. Firmin V. Desloge, of Clayton, Missouri, and Nantucket, Massachusetts.

WILMINGTON

Ashbrook-Woodward—Miss Helen Hayes Ashbrook, daughter of Mrs. Frank Gifford Tallman, of Wilmington, Delaware, and of Mr. Donald S. Ashbrook, of New York, to Mr. J. Taylor Woodward, of New York, son of Mrs. J. Taylor Woodward, of Baltimore, Maryland

WEDDINGS

NEW YORK

Branigar-Perot—On August 16, Mr. Harvey Wright Branigar, junior, son of Mr. and Mrs. Harvey Wright Branigar, of Chicago, Illinois, and Miss Sarah Lee Perot, daughter of Mr. and Mrs. Edward S. Perot, junior, of New York.

Brewster-Buell—On August 21, in the Congregational Church of Old Lyme, Connecticut, Mr. James H. Brewster, third, son of Mr. and Mrs. James H. Brewster, of Hartford, Connecticut, and Miss Nancy Dickinson Buell, daughter of Mr. Fisher Ames Buell, of New York and Old Lyme.

Carhart-Morris—On June 30, in Saint Ann's Episcopal Church, New York, Mr. Harold Whitfield Carhart, junior, son of Mr. and Mrs. Harold Whitfield Carhart, of New York and Locust Valley, Long Island, and Miss Frances Elizabeth Morris, daughter of Mr. Lewis Gouverneur Morris, of New York and "Malbone," Newport, Rhode Island.

Cushing-Holmes—On June 30, Mr. Harry Cooke Cushing and Mrs. Peters Holmes, daughter of Mr. Norman W. Peters, of Albion, Nebraska.

Lindeberg-James—On August 12, in Maryland, Mr. Harrie T. Lindeberg, of New York, and Mrs. Oliver B. James, of New York.

Maxwell-Spalding—On September 6, in Saint Philomena's Church, Easthampton, Long Island, Mr. Allison Ripley Maxwell, son of the late Allison Ripley Maxwell and Mrs. Maxwell, of Pittsburgh, Pennsylvania, and Miss Jane Clarke Spalding, daughter of the late Jesse Spalding and Mrs. Spalding, of New York and Easthampton.

McCormick-Lefferts—On September 6, in the Caroline Church, Setauket, New York, Mr. John McCormick, son of the late Edward McCormick and Mrs. McCormick, of New York, and Miss Frances Waring Lefferts, daughter of Mr. and Mrs. F. Raymond Lefferts, of New York and Setauket.





SOCIETY

WEDDINGS

NEW YORK

Moore-McKnight—On June 28, in Saint James' Episcopal Church, New York, Mr. William H. Moore, second, son of Mr. and Mrs. Paul Moore, of Convent, New Jersey, and Miss Edith McKnight, daughter of Mrs. C. Reinold Noyes, of New York, and of Mr. Sumner T. McKnight, of Minneapolis, Minnesota.

Rand-Monroe—On June 29, in Glen Head, Long Island, Mr. Robert C. Rand, son of the late Colonel William Rand and Mrs. Rand, of New York, and Mrs. Robert Grier Monroe, of New York and Glen Head.

Sudduth-Selden—On September 11, in Christ Church, Greenwich, Connecticut, Mr. William Henry Sudduth, second, and Miss Muriel Selden, daughter of Mr. and Mrs. Lynde Selden, of New York and Greenwich.

Thayer-Forbes—On August 15, in the First Unitarian Church, Lancaster, Massachusetts, Mr. Robert Thayer, of New York, son of the late Eugene Van Rensselaer Thayer, of New York, and Mrs. Brooks Thayer, of Aiken, South Carolina, and Miss Jean Forbes, daughter of Mr. and Mrs. J. M. Forbes, of Montreal, Canada.

BOSTON

Lockwood-Batchelder—On July 6, in Saint Paul's Church, Dedham, Massachusetts, Mr. John Marshall Lockwood, son of Justice Charles Clapp Lockwood and Mrs. Lockwood, of Brooklyn, New York, and Miss Barbara Batchelder, daughter of Dr. Hollis Goodell Batchelder and Mrs. Batchelder, of Dedham.

Loomis-Amory—On June 28, in Saint Paul's Church, Dedham, Massachusetts, Mr. William Farnsworth Loomis, son of Mr. and Mrs. Alfred Lee Loomis, of Tuxedo Park, New York, and Miss Violet Amory, daughter of Mr. and Mrs. John Austin Amory, of "Toyfarm," Needham, Massachusetts.

Lovering-Holt—On June 30, at Dublin, New Hampshire, Mr. Ernest Lovering, junior, and Mrs. E. Cabot Holt, daughter of Mr. and Mrs. T. Handasyd Cabot, of Boston, Massachusetts.

BUFFALO

Ely-Schoellkopf—On August 5, in Westminster Church, Mr. James Soper Ely, son of Mrs. Franklin J. Ely, of Utica, New York, and Miss Nell Houghton Schoellkopf, daughter of Mr. and Mrs. Frederick J. Schoellkopf, of Buffalo, New York.

Wyckoff-Goodyear—On June 30, in Westminster Church, Mr. Clinton Randolph Wyckoff, junior, son of Mr. and Mrs. Clinton R. Wyckoff, of Buffalo, New York, and Miss Dorothy Knox Goodyear, daughter of Mrs. Edmund Pendleton Rogers, of New York and East Aurora, New York.

CLEVELAND

Jenks-Peck—On July 3, Mr. Maurice L. Jenks, junior, of Cambridge, Massachusetts, son of Mr. and Mrs. Maurice L. Jenks, of White Plains, New York, and Miss Caroline Cogswell Peck, daughter of Mr. and Mrs. John Sherman Peck.

Lowles-McNutt—On July 17, Mr. Walter Edward Lowles, son of Mr. and Mrs. D. C. Lowles, and Miss Lucia McNutt, daughter of Mr. and Mrs. John C. McNutt.

EAST ORANGE

Christensen-Math—On July 3, in Calvary Methodist Church, East Orange, New Jersey, Mr. Irving K. Christensen, of Woodridge, New Jersey, and Miss Helen M. Math, of East Orange, daughter of Mr. Earle R. Math.

GREENWICH

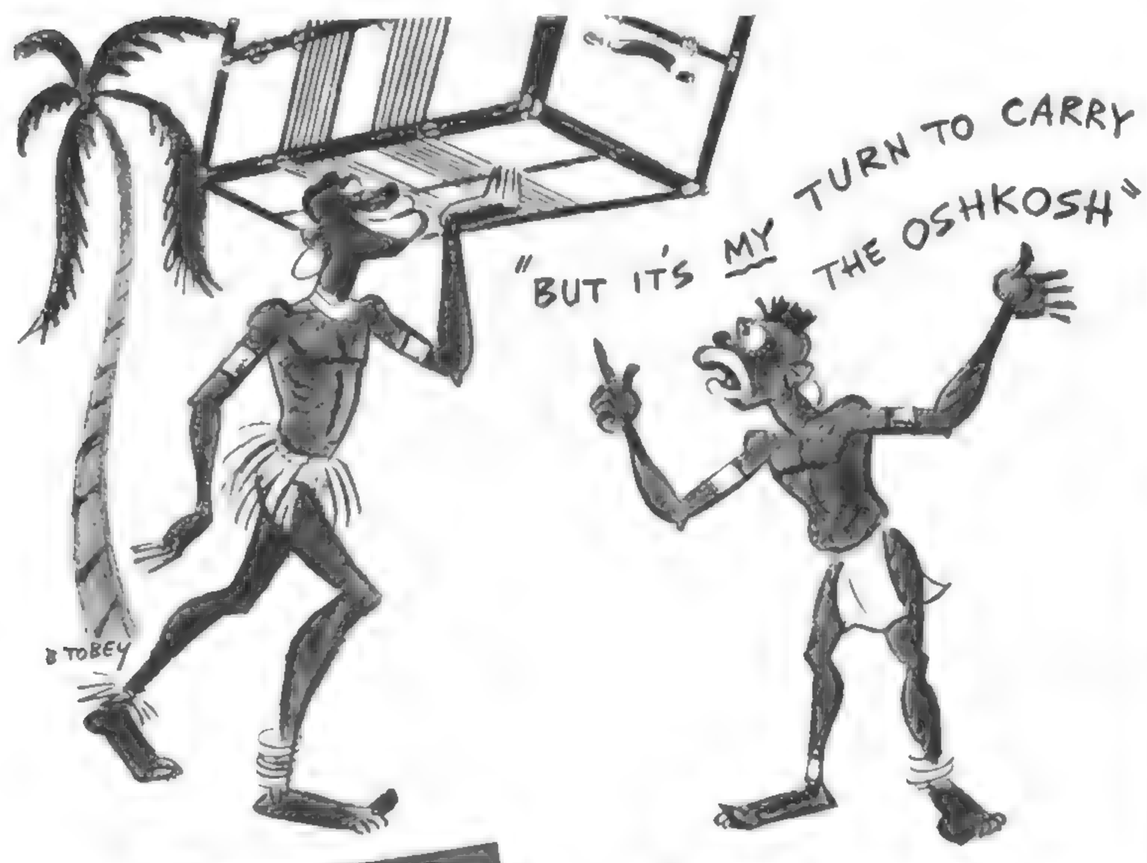
Hanes-Hanger—On August 4, Mr. John W. Hanes, of New York and Rye, New York, and Mrs. Hope Yandell Hanger, daughter of the late Lunsford P. Yandell and Mrs. Yandell, of Greenwich, Connecticut.

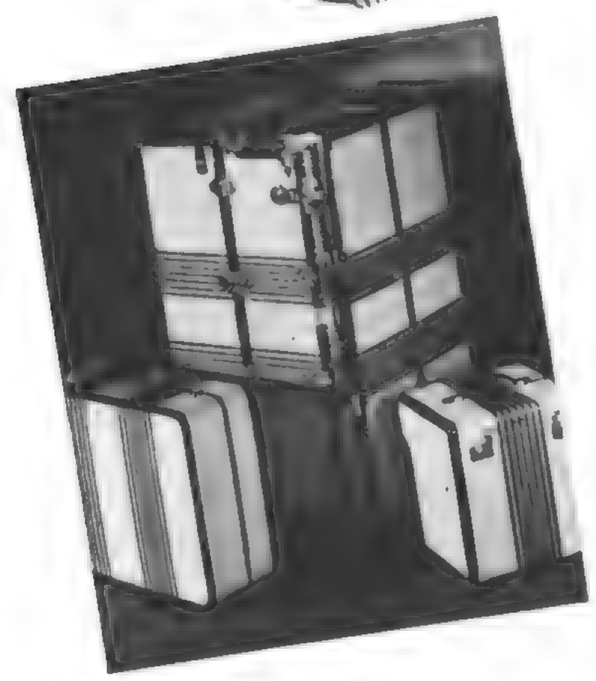
(Continued on page 189)



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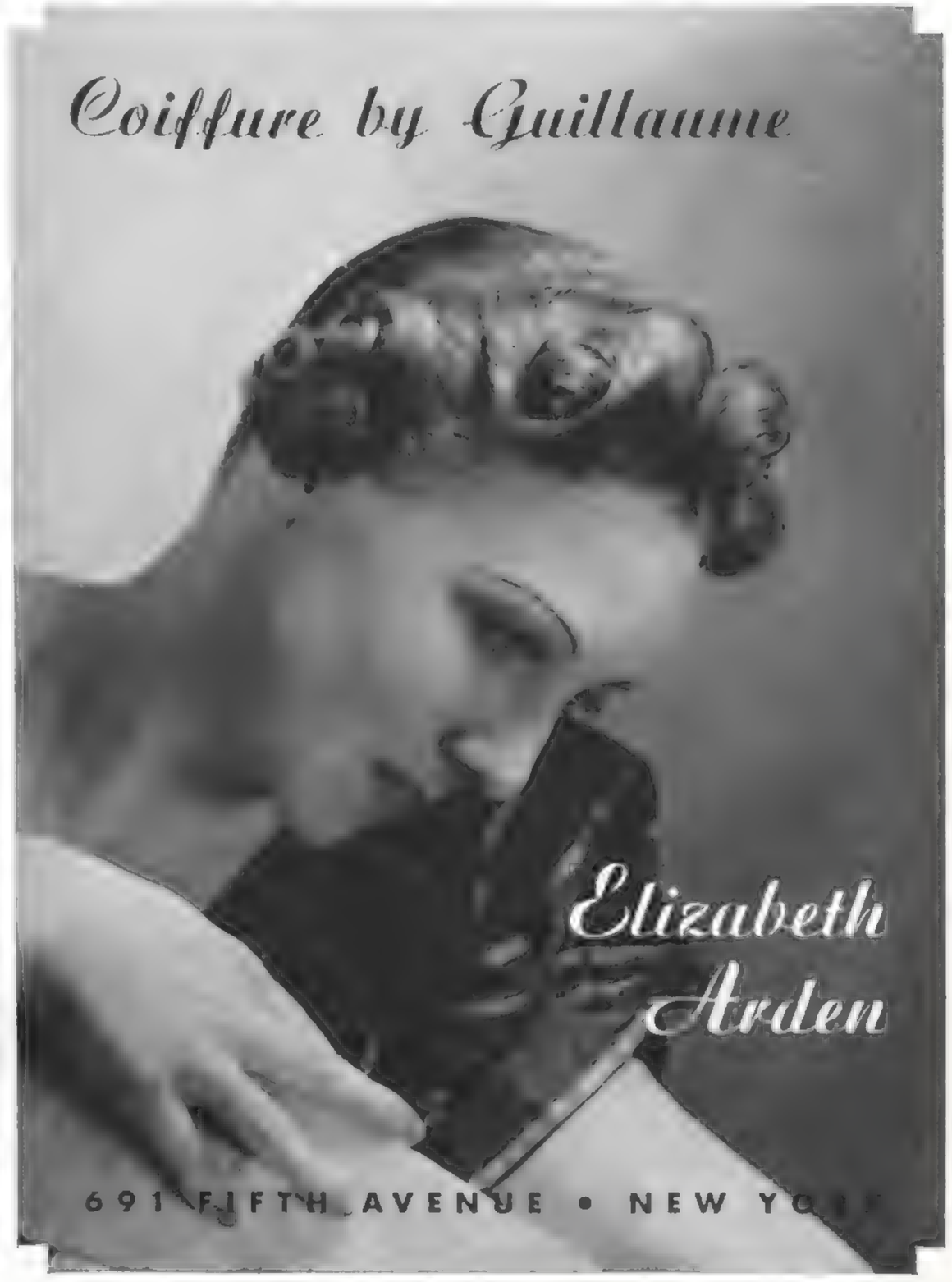
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From Schiaparelli's Collection came the fox-bundled figure that Eric drew for the cover of this issue. On her head—Schiaparelli's high Liberty-cap, inspired by the mythical Marianne of France. A peaked cap of twisted rolls of silk crêpe in vivid colours—purple, candy-pink, yellow, and green. It's worn far back on the head, and it flames like fireworks above all that black fox—a sort of pinwheel collar with four fox tails shooting out in all directions. Black fox, incidentally, is one of the foxes that ran wild through the Openings

VOGUE

incorporating VANITY FAIR

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September 15, 1937

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There are three Vogues—American, French, and British

Elizabeth Penrose—Editor of British Vogue

Michel de Brunhoff—Editor of French Vogue

Edna Woolman Chase—Editor-in-Chief of the three Vogues

Picking Favorites



THUNDERING HOOFS—a flash of color—and the roar of the stands as the favorite comes racing down the stretch out in front. What a thrill—when you're "on" a winner! And we'll wager you'll get a thrill—a taste thrill—out of the way *we* pick favorites! Every tomato that goes into Heinz Tomato Juice is a prize-winner—vine-ripened in sun-drenched fields. "For the improvement of the breed" we've intensively cultivated generations of seedlings to produce the pedigreed beauties known the world over as "Heinz Aristocrat Tomatoes." And when you touch your lips to a brimming beaker of Heinz Tomato Juice, one of the famous 57 Varieties, you'll recognize a winner in the "garden" flavor, the cling-to-the-glass richness, the fresh-off-the-vine piquancy of Nature's noblest beverage! That's why smart hostesses play this favorite "across the board" —morning, noon and night. It never fails to win applause!



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Paris

VOGUE'S EYE VIEW OF LIFE ON THE FASHION FRONT

IF you'd like the inside story of the slavery involved in getting out Vogue's issues on the Paris Collections—look at *Life* magazine for September 6 (the four snaps here are excerpts from its eight-page feature). Our spirited colleague, *Life*—out to report what's happening on the fashion front—covered us while we were covering the Paris Openings.

Life's cameras trailed us all over Paris, in and out of dressmaker's houses. They snapped our artists drawing; photographers photographing; mannequins dressing; our editors editing, burning up Paris telephone wires and Atlantic cables, calling conferences at all hours of the day and night, snatching sandwiches at midnight (see the two snaps above), rushing for boat-trains. Then *Life* hot-footed to our New York offices and peered over our shoulders while we sent this issue to press. (The two snaps below show our editor-in-chief, Mrs. Chase, and the staff, blue-pencilling, arguing, eliminating, approving.)

In short, Vogue shows you the Opening scene from out front—*Life* takes you backstage. Either way you look at it—the curtain is up and the show is on.



New York



VIONNET'S coat of greenish grey duvetine and beaver; Suzy toque (Salon de Couture, Bonwit Teller; Marshall Field; I. Magnin, California)

Vogue's second report on the Paris Collections. The first was published in the September 1 issue

WOMAN OF THE WORLD

THE SPIRIT OF THE PARIS OPENINGS

HOW *shall I look this winter?*

Look like a woman of the world, a woman of poise and experience—that's the answer you'll find in the Paris Collections. The mad pursuit of youth is no longer the aim of clothes. The woman of thirty is the new idol. Elegance, opulence, luxury, a studied effect is more to be desired than a casual, unsophisticated one.

The object is to be, not a wide-eyed ingénue, but a fascinating woman. Remember those low-voiced heroines in Schnitzler's "Affairs of Anatole," who never came to life until tea-time, who wore modest, high-necked dresses that revealed every curve of the figure, who carried a bunch of violets and a tiny fur muff in which there was invariably a compromising note? That's the aura you want to create this year.

What shall I wear that men will like?

The couturiers made their Collections with their eyes turned towards the men. You can take a man shopping, this year, without having to explain twenty times that the dresses may be crazy but they're smart—for the dress *won't* be crazy and *will* have the sort of allure he understands. You'll go to Molyneux's for a décolleté dinner-gown that turns you into a Boldini portrait—even to the enormous plumed hat and long black gloves. (September 1 Vogue, page 95.)

Marcel Rochas will supply you with a bustle-backed evening dress straight out of a Carolus-Durand picture. If you feel that sex-appeal is no longer a matter of subtle suggestion, wear Schiaparelli's dress with a bodice cut like an uplift brassière (September 1 Vogue, page 79); or Alix's draped one that leaves no curve unrevealed; or Vionnet's, Alix's, or Francevramant's Directoire evening gowns, with that charming exposure that makes David's picture of Madame Récamier so agreeable to look upon.

Or you can cover your figure in a Velasquez pannier dress from Mainbocher (shown on page 79 of September 1 Vogue), from Paquin, or from Chanel (also in September 1 Vogue, page 82) and depend on your veiled eyes for your allure. Or the pailletted dresses from any Collection in Paris will give you a glitter that few men can resist.

Paris photographs by Horst

What shall I wear that women will envy?

One of those tube-like jackets or coats of Molyneux's—shown this issue, page 108—if you are slim enough. Not every one can zip herself into one of those straight jackets without bulging somewhere along the line! Lanvin's bulky, full-fronted day coat of shaved (Continued on page 186)



LELONG (JAY-THORPE)

WILD SHEEP AND SHAVED BEAVER



LANVIN (GUNTHER)

HORST

LELONG found a new inexpensive and effective fur for the coat shown opposite—wild sheep dyed like nutria. Brown suède borders the coat. Suzy hat

LANVIN'S shaved beaver coat, above, is sashed like a bathrobe in the front only. It is full length—as many coats in Paris are now. Lanvin's beaver cap

HORST

GOLD AND GLITTER

VIONNET'S magnificent Directoire dress—sheerest gold lamé tucked and pleated and held only by a rhinestone necklace clipped to the bodice (Bergdorf Goodman). Mauboussin jewels

MAINBOCHER'S sequinned black tulle dresses and veils with sequin eyebrows (opposite). The first dress flames with a peacock (John Wanamaker, New York, Philadelphia). The second has a red sequin hip-band (Henri Bendel). Jewels, Boucheron



STEICHEN

Margaret Tallichet, the beautiful odds-on-favourite for Scarlett O'Hara of "Gone with the Wind," is zooming to stardom. Here she is, photographed ten lovely times by Steichen, whom you see opposite, arranging her make-up

Margaret Tallichet

in Bonnets from Paris

At the left, she wears Suzy's antelope-and-mink bonnet, and a baum-marten jacket. Above, Maria Guy's felt bonnet, faced with bright velvet, and a skunk cape. All from Henri Bendel. Rose leaf diamond bracelet; Paul Flato

Evening elegance

at the Paris Openings
6 pages by Eric



ALIX'S sensuous Directoire and Egyptian silhouettes: the Directoire dress is white crêpe, fluid, box-pleated, profoundly simple. The Egyptian one is green and purple crêpe, with floating panels (Franklin Simon)



SCHIAPARELLI'S Collection is filled with shocks. Here's her shocking décolletage, her famous shocking-pink broadcloth, and her shockingly long train. Velvet jacket. Imported by Altman



MOLYNEUX sews the wiles of yesteryear into this satin bustle-dress from his Collection. It's that new shade—Dérain-green. Ostrich hat, suède gloves. Dress imported by Lord and Taylor



MOLYNEUX revives pearl-grey satin—nothing is more effective with sables—for this dress with a stiff, spreading skirt shirred on all four seams. Dress imported by I. Magnin, California



MAGGY ROUFF calls this seductive dress in her Collection "Cancan." Candy-pink velvet with sinuous lines that break into a satin-lined frill. Flirtatious velvet dog-collar and muff, suède gloves



CHANEL'S come-hither black dinner-dresses. Crêpe with a perilously low neck and sleeves that come off (Salon Moderne, Saks-Fifth Avenue). Velvet with a sequin halter and fringed peplum, gloves, and head-dress

Daytime triumphs from the Paris openings










Schiaparelli — blue crêpe new bodice seaming (Macy's)
Schiaparelli — broadcloth. Persian lamb (Henri Bendel)
Alix — red-and-green plaid suit (Bonwit Teller)
Molyneux — skunk on jacket taupe-and-black dress


Lelong — black jersey Russeks; Marshall Field)
Paquin — silver fox black wool
Maggy Rouff — brown crepe, nice waist
Maggy Rouff — bright blue crêpe, shirred bosom
Schiaparelli — black wool bosom interest
Schiaparelli — black wool coat mohair braid plaque



SCHIAPARELLI (BERGDORF GOODMAN)

SKYLARKING HATS

SCHIAPARELLI calls her dashing, upward-and-forward-shooting hats—"Skylarkers." The first one, of black felt, has a high crown that suddenly decides to topple forward. The brim is just a fat roll.

The second makes the most of your profile. It's of black felt, the brim plunges forward, and one side is dented—leaving an excellent place to tack this Boucheron diamond clip. Schiaparelli made the wool suits, too. Hats imported by Bergdorf Goodman

PURPLE AND PINK

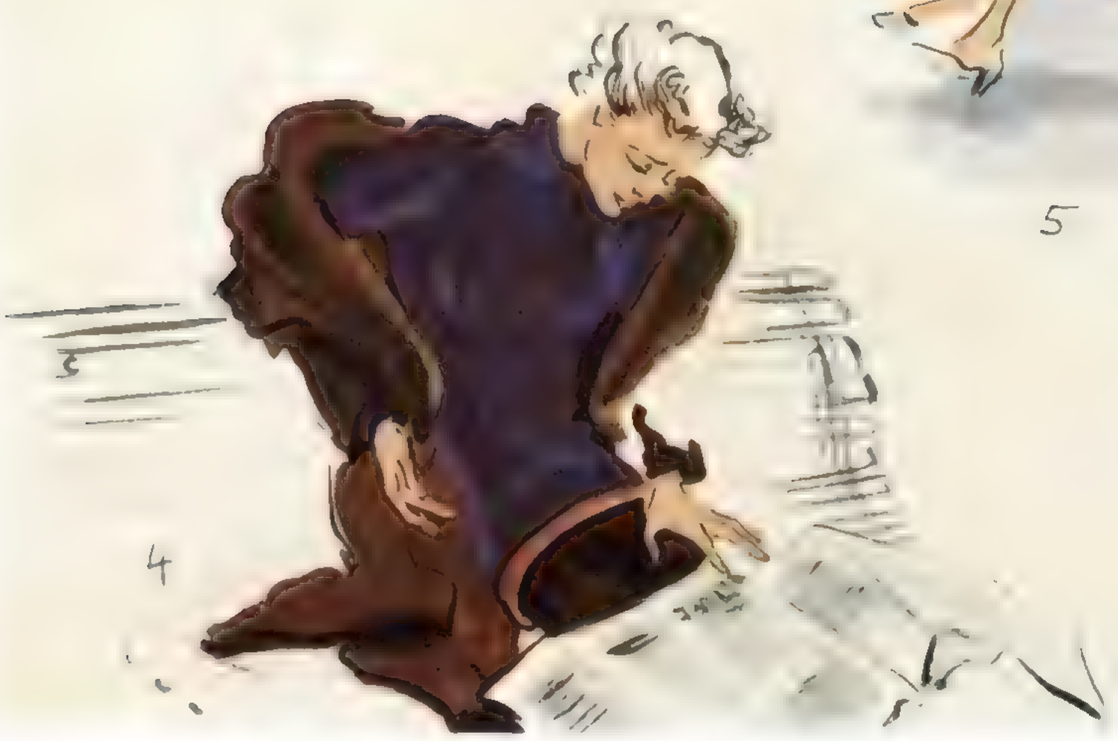
SCHIAPARELLI'S Collection blazes with colour—purple and pink (her beloved shocking-pink) predominating. All models by Schiaparelli.
1. Tweed coat, pink plaid lining (John Wanamaker, New York; Philadelphia)
2. High-collared jacket of plaid tweed, over a purple skirt (Henri Bendel)
3. A great tweed coat with striped lining, striped jacket, bright pink skirt
4. Striped tweed suit with a dark purple blouse, huge buttons (Jay-Thorpe)
5. Checked tweed jacket, with a black skirt (Salon de Couture, Bonwit Teller)











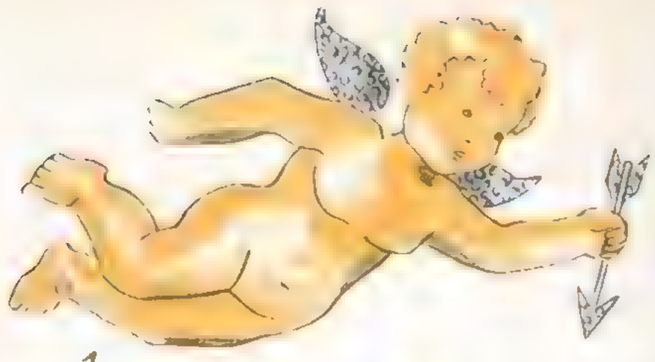
Here are more of the strong colours storming through the Paris Collections.
1. Schiaparelli's sheepskin beret and coat, over a royal-blue wool dress
2. Molyneux's tweed-and-nutria coat, tweed dress (Milgrim; Marshall Field)
3. Chanel's bright red suit; sleeves wrinkled up like gloves, above wrists
4. Maggy Rouff's purple jersey jumper, brown skirt, raccoon-trimmed jacket
5. Piguet crosses deep yellow panels in front of this top-coat of woollen
6. Green flourished everywhere—here's Piguet's corselet-waisted wool suit



OF PARIS COLOUR

1. Vera Borea's salute to sport: wool suit, divided skirt, green stockings
2. Creed's leather coat, corduroy skirt (Bonwit Teller; Marshall Field)
3. Maggy Rouff's wool jacket with tab buttons, over a green wool skirt
4. Lelong's coat of vicuña fur; jersey cardigan, wool dress; Hattie Carnegie
5. Lanvin sets a cocoa coloured front section in this dark green woollen coat
6. Chanel leaves this duvetine jacket open to show the striped wool vest
7. Chanel's brief wool bolero shows the plaid velvet blouse; Henri Bendel

Collection cuir


1


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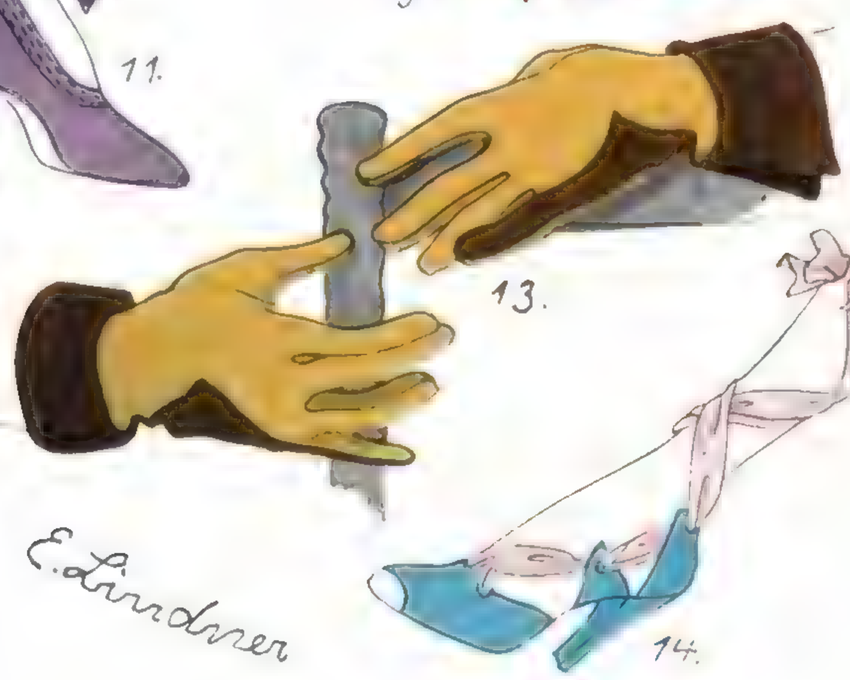

8.


9.


10.


11.


12


13.

14.


15


16.


17.

E. Lindner



1 SCHIAPARELLI, in a Valentine's Day mood, made this clip—a chubby gold metal cupid, brandishing an arrow (Bergdorf Goodman)

2 MARCEL ROCHAS spikes a strictly tailored chiffon blouse with velvet ribbons

3 SCHIAPARELLI'S confetti-strewn lamé jacket. Flower-pot evening bag (Saks-Fifth Avenue)

4 Bags shaped like life-buoys—SCHIAPARELLI'S, as you can tell by the "shocking-pink" of the patent leather one. The plaid bag is in green-and-pink (Both, Saks-Fifth Avenue)

5 SCHIAPARELLI'S absurd gloves with coloured fingers, bearskin cuffs (Saks-Fifth Avenue)

6 MAGGY ROUFF'S bunch of sequin violets on a satin dress, velvet muff

7 ROBERT PIGUET'S kid boots, cut out around the soles, for a touch of humour in the home

8 MOLYNEUX puts a clump of velvet ribbon loops on your head for evening

9 SCHIAPARELLI'S Peruvian gauntlets, up to your elbow, of embroidered wool and velvet

10 SCHIAPARELLI'S clip of gold metal oak leaves and shiny acorns (Saks-Fifth Avenue)

11 SCHIAPARELLI'S kid cocktail pumps with a flaunting bow à la Mistinguett (I. Miller)

12 MAINBOCHER'S elbow-length duvetine gloves, with a high collar to match (Bergdorf Goodman)

13 HEIM'S gloves of two-toned wool—wool gloved many hands at the Collections

14 SCHIAPARELLI'S kid slipper, pure Directoire, with satin ribbon crisscrossing through it, tying below the knee (I. Miller)

15 MARCEL ROCHAS puts cross-bars of velvet ribbon on a taffeta blouse and jacket lining

16 CHANEL'S Watteau veil of stiffened horsehair, sprinkled with paillettes, topped with a flourish of ostrich (Bergdorf Goodman)

17 SCHIAPARELLI'S chimney-swallow clip of enamelled metal (Saks-Fifth Avenue)

18 MARCEL ROCHAS shaped this Persian lamb muff like a star, lined it with blue velvet

19 SCHIAPARELLI'S bird-lore again—this time a red, blue, and green duck (Saks-Fifth Avenue)

20 HEIM'S beguiling hood of beaver and checked wool in brown-and-beige (John Frederics)

21 HEIM, with the current fondness for fox, twines silver fox around the chiffon cuff of his black velvet afternoon glove

22 These gloves of brown wool and beaver, by HEIM, are divided in three parts: one for the thumb, two for the fingers (Saks-Fifth Avenue)

23 JULIENNE puts double ankle-bracelets—very pre-War—on this blue satin evening slipper

24 SCHIAPARELLI'S gold metal cherub with diamond-edged wings (Saks-Fifth Avenue)

25 MAINBOCHER stripes his blue and grey duvetine gloves and scarf like a jockey's racing-silks

26 MAINBOCHER'S English baby-bonnet of dotted black net for evening (Bonwit Teller)

27 MAGGY ROUFF strings three different antelope bags on one gold chain (Bergdorf Goodman)

28 Shaped like a lunch-basket—CREED'S green antelope bag (Bonwit Teller; Marshall Field)

29 ANDRÉ PERUCIA made this black antelope shoe with a stretchable band for Rochas' Collection

30 SCHIAPARELLI'S day shoe, half-brown, half-black, with a shirred antelope section attached to the ankle-band (Jay-Thorpe)

31 MAGGY ROUFF tacks two pink velvet ribbon flowers to an Edwardian dog-collar of black wool

32 Notice the corkscrew look of this MOLYNEUX muff, of twisted bands of black Persian lamb

TONI FRISSELL



WINE-AND-BEIGE HAND-KNITTED SUIT; MRS. FRANKLIN, INC.; BULLOCK'S-WILSH.RE. BEIGE FELT HAT; MADAME PAULINE

FRANCES FARMER

THE biggest find since Garbo, wrote the movie critics about Frances Farmer, but "the most promising young talent the movies have developed in a long time," wrote the dramatic critics. Possessed of a beautiful profile, an unorthodox sense of timing, and a quality of fresh lucidity, she bolted to success. Two years ago, her career had only involved working her way through college, a trip to Moscow—won in a newspaper popularity contest—, and a screen test. Since then, she has played in seven pictures, indulged her child's love of dressing up (she used to try on Dietrich's old costumes down in the wardrobe room), and now hates to dress for evening. This summer she came East, without hurrah, to make her début on the legitimate stage at the Westchester Playhouse, where these pictures were taken. Her newest picture, incidentally, is Stevenson's thriller, "Ebb-Tide."



BLUE-AND-GREY HAND-KNITTED SUIT, WITH A BRIGHT BLUE BLOUSE; MRS. FARLEY, INC.; BULLOCK'S-WILSHIRE

CALL

LOST

Ten pounds by ballet girl in operetta "Virginia," set in Williamsburg of 1774. It is the first production openly backed by Rockefeller, Inc. Tale written by Laurence Stallings, Owen Davis — score by Arthur Schwartz



Here on this call-board is the ebullient spirit of Broadway—the jumbled glamour, the shouts and the murmurs, the hard-bitten furore of Ben Hecht and the sly Greek hedonism of the Lunts, the stew of costumes, movie actors, abstract scenery, and a Gallic infusion of politics. There is splurge, and there are names—that of the Rockefellers, and Gilbert Miller, of the Shuberts, Sam Harris and Max Gordon, of S. N. Behrman, Clare Boothe, Maxwell Anderson, Moss Hart and George Kaufman. They are the bugle-callers of the new season.

POLITICAL MEETING

Come to JEAN and hear the intrigues of the Opposition Party, blasted by Vincent Price. On the political platform will be Elissa Landi, welcomed home from Hollywood.

HENRY FONDA →
Back from Hollywood
To the stage in
'BLOW YE WINDS'



FOUND

Irish accent in perfect condition rarely heard in America now in possession Abbey Players, here with repertory plus 3 new plays



Curly-bearded Alfred Lunt and beauteous-necked Lynn Fontanne in racy-satired "Amphitryon," being produced by melancholic Theatre Guild—the exotic Greek costumes by Russian Valentina.

BOARD

BY ALLENE TALMEY

WANTED

EIGHT SIX-FOOT SHOW-GIRLS. MUST BE BEAUTIFUL
FOR "Between The Devil"
PLAY WITH MUSIC by DIETZ AND SCHWARTZ
will bring back
JACK BUCHANAN
caught dangerously between
EVELYN LAYE and
ADELE DIXON
Report to Shubert Alley



Ben Hecht, Hollywood's highest-paid writer, caught at rehearsals of "To Quito and Back," starring Sylvia Sidney. Just a racing dive into an Ecuadorean revolution

Notice

Will any one who knows how to repair a torn marriage, kindly notify Gertrude Lawrence and Osgood Perkins, attention Rachel Crothers, playwright. They can be seen nightly in Susan and God.



New Face

Handsome, 25-year-old Terence Rattigan, author of hilarious "French Without Tears," London hit, being brought here by Gilbert Miller. Royal Family keep seeing it. (German Ambassador three times bought up the boxes.) Poke at diplomacy by lad who studied for diplomatic service.



CLARE BOOTHE, brilliant, hard-working, delicate author of smashing comedy, *"The Women,"* has just finished *"Kiss The Boys Good-bye,"* a new poison-pen dissection of the Southern girl and her unconquerable wiles. Miss Boothe, in private life, Mrs. Henry R. Luce, has a South Carolina plantation.



George M. Cohan, in "I'd Rather Be Right," the tender side-swipe at the Administration, by those daring boys, Moss Hart and George Kaufman. Cohan, in the play, is called simply Mr. President or Franklin D. Roosevelt—with him are other actors, known as Farley, Hull, Morgenthau.

For Sale

Rhyming Dictionary. Owner, top-ranking playwright Maxwell Anderson. Had no use for it in writing "Star Wagon," gentle prose-comedy of inventor transposing self into the past. Burgess Meredith, Lillian Gish in the leads. Warning: If Anderson wins a prize again, will not wear dinner-coat to receive medal. Preferred costume - dungarees.



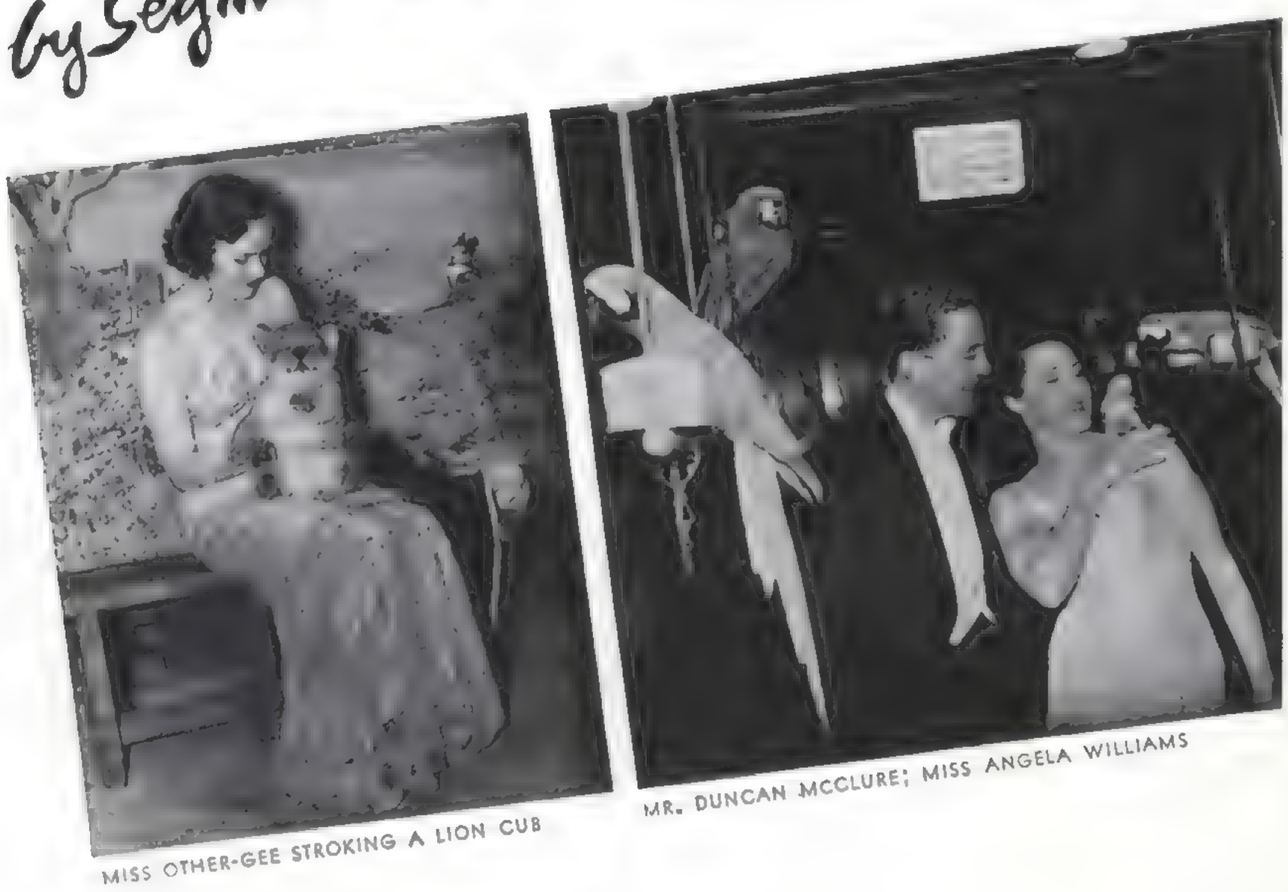
Charity begins at the Zoo

by Seymour Leslie

THE party must be different, clamoured young, urgent voices.... London has a long summer season, but, towards its end, we must be en plein air all the time, with parties in gardens, polo parties, swimming-pool parties, tennis parties, race-meetings that are really garden-parties, absurd-but-important cricket (parties).... But the nights? The restaurants were losing their hold, the cabarets their attraction, Harry Richman was leaving, and those American cabaret turns, always our best, had left. Air, but where?

After such a grand, stiff Season, reaction came. We relaxed in the pre-holiday phase, becoming expertly informal, wearing black ties at the ballet, and were ready to go miles to a witty party. Some one who had been reading Horace Walpole's lively letters —the best social gossip ever penned—asked, why not revive London's famous outdoor balls of eighteenth-century Ranelagh and Vauxhall? Those old gardens are long since built over—but there must be other places? Perhaps the old London squares? We nervously approached their venerable trustees. It would not do at all; it seemed, every householder in the square must first give his or her permission. That is all right, we answered, for they, too, will be invited —not exactly pressed to come—but definitely, politely invited. A freezing smile. I'm afraid you don't realize that some of our dowager ladies here are bedridden.... So London's Squares wouldn't serve.

We put it to a nucleus of the inevitable committee. They all thought of the New Idea in the same moment: the Zoo, the Zoo, the open Zoo! But one objected; the eating arrangements so very Victorian? No, some of us had been to Lady Astor's private ball there; there were new restaurants, a Savoy-trained chef. And the new Zoo chief was Aldous' brother, the equally distinguished Julian Huxley, the brilliant biologist who collaborated with H. G. Wells in his *Outline*. He has modernized our vast, rambling Zoo. So we asked him to our next meeting, and he made



MISS OTHER-GEE STROKING A LION CUB

MR. DUNCAN MCCLURE; MISS ANGELA WILLIAMS

Seymour Leslie, who has a cosmopolitan sense of social history, is the famous organizer in London of the social and charitable functions of Queen Charlotte's Hospital. Many of the most amusing charity shows are devised by him, his most recent being the Ball at the Zoo

a witty speech about night-loving animals, glow-worms, flood-lit flamingos, strange lighting effects in the misty London night like early Sung paintings. Was it unkind to the animals, asked a little old lady who had evidently come to the wrong meeting. No, only the nocturnal animals would be on view. But not the stork, who was shy at parties. (This we learned with great regret, as the Ball-in-the-Zoo was to aid our largest maternity hospital.) It only remained to go into production and build up a committee of two hundred hostesses....

The really smart large-scale charity ball has passed through many phases with us in London. We've given up elaborate pageant affairs—our men won't dress, and the women feel self-conscious—and the only costume affairs are small, private ones as at the Austrian Legation, or Mr. Cecil Beaton's *fête champêtre* in Wiltshire. We are lazy or mean or both when it comes to giving thought to a costume—in Paris, they go to great trouble with their usual enchanting taste.

But a ball with a—for us—new idea, outdoors in stuffy late summer, was bound to be a success from the first excited, incredulous, inquiry from the Press. I know it is different in America, but in London it is not a question of keeping the reporters off, but of persuading them to report. Our social-lights must discreetly hover near the photographers, partly because the latter do not know any one at all. The ordinary "Ball-in-Aid...." is no longer news; it is a permanent feature of our scene, though still rare with the Latins. An occasional *Lits-Blanc* with them, thrice nightly with us....

To keep up that agreeable flow of press-clippings, we presently introduced a noble ghost, that of the wicked Marquess of Hertford, production by our traditional family of magicians, the Maskelynes. They explained that ghosts are contrived either (preferably) by ultra-violet "dark" flood-lights or by mirrors. These latter optical ghosts are less suitable for a social occasion, being limited in their movements and temperamental in their ways. A spot was chosen by the flamingo pond for the late Marquess of Hertford to walk at one a.m.

I don't know how it is with American ball organizers, but there is one delicate question we here avoid in committee—the supper menu. Londoners' supper appetites are of two kinds, impossible to reconcile. Either they have dined at nine and "look in" on your affair on their way to Chinese food at the Four Hundred Club (in which case, they insist on breakfast-type dishes, difficult to provide on such a scale); or they have been to the ballet and are ravenously ready for a Savoy supper.

Have you sets? We have sets.... A set is a smart defence mechanism, a prophylactic against boredom, a mutual assurance of party fun, sometimes a means to escape.... But you can not build a ball with thirteen hundred present on two or three sets. They can and do support at the most what we call a Pay Party—because it doesn't pay.... So we began with twenty-five young-marrieds (in different sets) as "joint vice-chairmen." They couldn't all claim the chair at the same moment, but the friends they persuaded on to the Committee made the Ball.... For such a ball is not for the general public, but rather resembles one of those subscription assemblies in Jane Austen's Bath. Second-rate affairs are still manned desperately through directories—I have seen such a ball committee with members visibly infirm. We have no *Social Register* in London, but only the *Peerage* (a notorious disappointment) and the *Court Guide*, which is merely a Mayfair Street list, very kind and inclusive, for in it are the young, the aged, the smart, and the untouchables....



So we use our own card-index built up by a secret formula and guarded like an alchemist's alembic—and presently (Continued on page 181)



L. N. A., LONDON

LADY GLORIA FISHER AND MR. FISHER

LLAMA AND LADY, MISS DIANA BETHELL

LORD AND LADY GRENFELL, WITH A PONY

MR. AND MRS. PETER H. PERCY; MRS. CHARLES HANROTT

FRENZY OF FOX. Blue fox, black fox, silver fox—the fox runs unleashed throughout the Paris Collections. Paquin swamps the greyish green wool coat, below, with a blue fox collar that wanders down one side and ends with the head hooked on one hip. Suzy piles blue fox in the front of the toque—the back is pale pink jersey. Lelong practically covers the entire front of the coat on the opposite page with silver fox—leaving the back completely furless. Look where you will, you'll find fox coats, fox looping around necks and coat edges, fox muffs, fox sleeves, fox-backed gloves, fox toques, fox collars on dresses—even fox tails making cat's-whisker bows.

HORST



PAQUIN'S COAT LADEN WITH BLUE FOX; IMPORTED BY SALON MODERNE, SAKS FIFTH AVENUE • SUZY'S BLUE FOX TOQUE



Below—
silver fox front on
black wool coat
(Hattie Carnegie,
I Magnin, California)
Talbot winged hat

High Points of Paris Collections

8 pages by
Bouet-Willaumez



1880 Polonaise dress and short jacket, grey wool with nutria (Macy's) nutria hat



Zipped-up Tube jacket over fitted dress, grey wool with nutria (Altman, Marshall Field) nutria hat, muff

Molyneux models



Schiaparelli's fur-trimmed suits

Blue wool with marten,
Tails tossed over shoulders.
Funnel-shaped hat

Black fox on black wool,
collar tied with
Purple ribbon (Henri Bendel)
Fox hat. fox-backed gloves



Alix —
black silk jersey
dinner-ensemble.
Persian lamb cartridge-pleated
Tunic. long sleeves pushed up
like gloves



The dress beneath—
tightly draped.
Persian lamb Toque

Lawin's white wool dinner-dress pulled up like a riding-habit, gold metal buttons





Wool for evening

Molyneux
1880 bustle back suit,
black wool, Persian lamb
sequin crowned hat

Molyneux
Long coat over short dress
brown wool, black lamb
(Milgrim, Marshall Field)

Molyneux
Draped and fitted
jacket and dress
Black wool, Persian lamb
sequin blouse



maimbocher's
black wool dinner-suit,
hooded jacket over dress
open-work trimming



maimbocher's
up-in-front evening coat,
black broadcloth
and silver fox



Paquin's Velasquez—
striped black faille
and satin,
bejewelled tulle veil
(Jay-Thorpe)



ALIX'S new magic—all oyster-shell drapery, fluid wool jersey, soft fir-green colouring. The belt is of ox-blood red leather; the dress, a great triumph of the Paris Winter Openings. Imported by Macy's. Jewels from Boucheron

CREED cuts a tight little jacket like a Victorian corset—curved down in front and up in back. The suit is of black wool, bound with silk cord; the blouse, of plaid lamé. Talbot hat. Suit imported by Russeks; and Marshall Field

ALIX—MACY'S

JOHN WANAMAKER NEW YORK PHILA.

MOLYNEUX

VIONNET—LORD AND TAYLOR

MAINBOCHER—BERGDORF GOODMAN

CHANEL—SAKS-FIFTH AVENUE

PIGUET—HENRI BENDEL

LELONG—ALIMAN

MAINBOCHER—HENRI BENDEL

PAQUIN—JAY-THORPE

CHANEL—MACY'S

PAQUIN—STERN AND BLAINE









Republished from September 1 Vogue

These Paris models were published in September 1 Vogue before they arrived in America. We repeat them here with the names of the American importers



Sequins—glittering, glamorous, with a touch of the Ziegfeld—run through the Paris Collections, giving them a brilliance, an elegant gaudiness, they haven't seen in years

1. MOLYNEUX spreads black sequins, dark and shining as wet pavement, all around the brim of this black felt dinner hat, to wink every time you turn your head

2. MAINBOCHER's black day dress has a square gilet encrusted with shimmering sequins, in the blue and red of a stained-glass window

3. SCHIAPARELLI takes bright-coloured metallic thread to embroider these violet antelope gloves, in lines like little rows of sequins running the length of each finger

4. And on the bodice of a black evening dress, SCHIAPARELLI puts a gigantic pink sequin heart, glimmering like a mermaid's bosom

5. MAINBOCHER's black satin hip-length jumper is entirely embroidered with red, blue, and green sequins, gay as fireworks at night

• Opposite page: PAQUIN's Collection is spangled with sequins. Pink and blue and mother-of-pearl ones form a huge bow and trailing streamers on this billowy black tulle dress

Sequins and Tulle from Paquin





MODERN

1 Two studies in realism: A foundation by Camlin, giving the full bosom and flat diaphragm needed for new bodices; of elastic, brocade, and lace. Bonwit Teller; I. Magnin, California.

Le Gant's corselette, of silk woven with "Lastex," and a net-and-lace brassière. Altman has this model

2 Figure drawing, firm but free. Brocaded satin panels with "Darleen." The lace brassière is detachable. Poirette model at Lord and Taylor

3 Study in anatomy. Three inches above the waist goes this new silk elastic girdle. The net brassière gives a divided bust-line. From Jay-Thorpe





EXHIBITION

4 Sculptured torso. Gossard's foundation of silk batiste, elastic, and lace, giving a smooth base for moulded, beltless dresses. Best

5 Two moulded figures. Carter's foundation of feather-weight net, with a satin panel woven with "Lastex," and a lace brassière. From John Wanamaker. Flexees' evening foundation of "Lastique," satin, and lace, with a waist-line that slims you perfectly. Saks-Fifth Avenue, New York, Chicago

6 Directoire portrait. A Duo-Sette Lily of France foundation with lifted bust for Directoire dresses. Satin, elastic, and lace. Altman; Marshall Field











TONI FRISSELL

SIDEWALKS OF NEW YORK

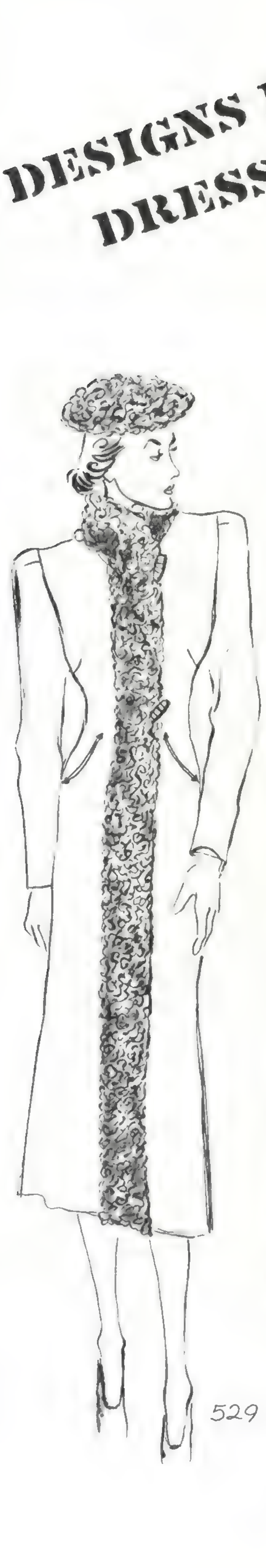
The slightly startled cigar-store Indian (yes—a few still inhabit the sidewalks of New York) eyes this black wool jacket with sleeves and collar of silver fox. Underneath is a black woollen dress, straight as a birch-tree. From Milgrim. Suzy's felt pill-box loops out in front. Indian from M. M. Importing Company

(Opposite) In all his years of standing out in front of saddlery shops, this wooden nag has never seen a finer horse-blanket plaid than the one of this Jaeger coat—in green, yellow, beige, and red; Abercrombie and Fitch; Bullock's-Wilshire. Beige hat; Madame Pauline. Horse, Kauffman's Saddlery Shop

(Opposite, upper corner) The jockey hitching-post standing at Bill's Gay 'Nineties smiles in recognition at the veiled hat on the young lady. Veils like that belonged to the 'Nineties. The full-length coat is of dark red velveteen, worn over a red-and-beige plaid dress. From Saks-Fifth Avenue, New York and Chicago



DESIGNS FOR DRESSMAKING









More designs on pages 148-150. (Back views on page 153)

Coat No. 529: Have fur banding on your new coat—a long stole-like strip descending from collar to hem. The coat itself is slightly fitted to minimize your waistline. Slash pockets. Designed for sizes 12 to 20; 30 to 42

Suit and Blouse No. S-4008: Let a wide band of fur—leopard perhaps—outline the short fitted jacket of a black autumn suit. The skirt is straight; the short overblouse tucked. Designed for sizes 12 to 20; 30 to 38

Frock No. S-4005: Encourage a small waist and flat diaphragm with this subtly cut dress. Clusters of shirring emphasize the bosom; the neck-line can be turned back into soft lapels. Designed for sizes 12 to 20; 30 to 38

Frock No. S-4004: Call attention to the bodice—that's where attention centres now—with this dress gathered at chest and waist by bands of ribbon. The back of the dress is straight. Designed for sizes 12 to 20; 30 to 38



SHOPS IN OTHER CITIES HAVE THESE MODELS. MORE FINDS ON PAGE 178

NELSON

Enter autumn in a fur-banded suit—this Carolyn Modes suit consisting of a box-jacket, skunk-banded, and a trim dress, both of Lorraine wool in petunia, dark green, or luggage-tan. About $70. High toque of felt. Arnold Constable

Completely framed in Persian lamb is the second jacket—a short fitted one worn over a slender, high-necked dress, both of Forstmann wool in grey, blue, green, or black. About $115. The small pill-box is of felt. From Russeks
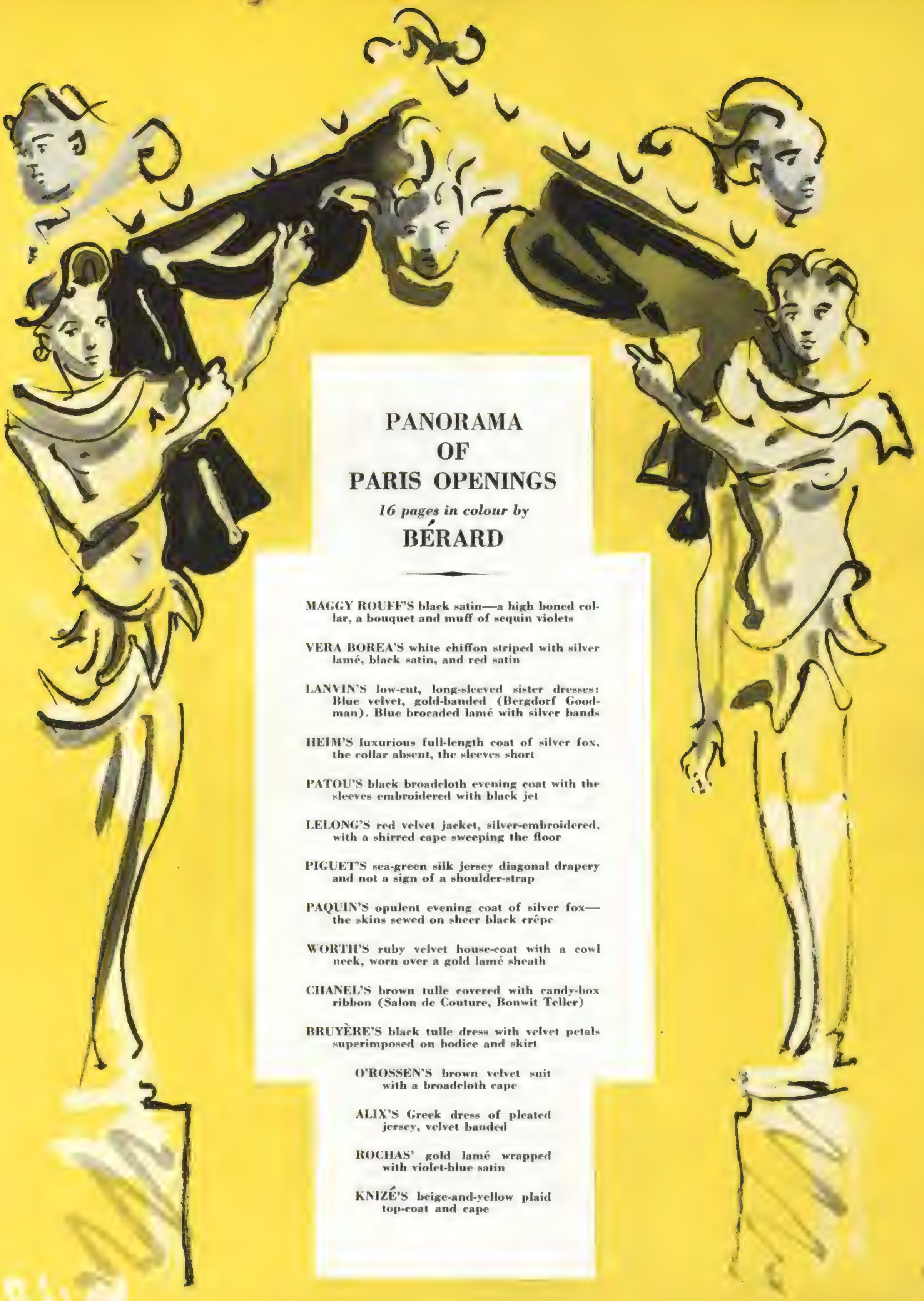


Exposition Jewels

Here are some of the magnificent new jewels exhibited at the Paris Exposition. (First) Van Cleef and Arpels' Medici dog-collar—a rigid circle of diamonds, a fringe of brilliants, and a great pear-shaped solitaire

(Second) Mauboussin's diamond bracelet introducing a new triangular bouquet motif. Each triangle is made of separate little flowers—the hearts of which are emeralds. The bracelet is a solid band of diamonds

(Third) Boucheron's contribution to the dazzling Exposition collection is this wide bracelet—a bracelet made of two distinct parts. One part is entirely set with diamonds; the other section, entirely with rubies

(Last) Chaumet exhibited this splendour—a double necklace, for which he used a rare collection of emeralds, joined together by flexible diamond motifs. The pendant cabochon is detachable and becomes a separate clip



PANORAMA OF PARIS OPENINGS

16 pages in colour by

BÉRARD

MAGGY ROUFF'S black satin—a high boned collar, a bouquet and muff of sequin violets

VERA BOREA'S white chiffon striped with silver lamé, black satin, and red satin

LANVIN'S low-cut, long-sleeved sister dresses: Blue velvet, gold-banded (Bergdorf Goodman). Blue brocaded lamé with silver bands

HEIM'S luxurious full-length coat of silver fox, the collar absent, the sleeves short

PATOU'S black broadcloth evening coat with the sleeves embroidered with black jet

LELONG'S red velvet jacket, silver-embroidered, with a shirred cape sweeping the floor

PIGUET'S sea-green silk jersey diagonal drapery and not a sign of a shoulder-strap

PAQUIN'S opulent evening coat of silver fox—the skins sewed on sheer black crêpe

WORTH'S ruby velvet house-coat with a cowl neck, worn over a gold lamé sheath

CHANEL'S brown tulle covered with candy-box ribbon (Salon de Couture, Bonwit Teller)

BRUYÈRE'S black tulle dress with velvet petals superimposed on bodice and skirt

O'ROSSEN'S brown velvet suit with a broadcloth cape

ALIX'S Greek dress of pleated jersey, velvet banded

ROCHAS' gold lamé wrapped with violet-blue satin

KNIZÉ'S beige-and-yellow plaid top-coat and cape

Maya Roub

ಅಮ್ಮ ಬರ್ಲಾ

Sanrin



Jean
Patou

Lucien Kerong

Robert
Guest

Jaquin







O'Rossen





Marcel Proust





Bizet

Krizé

—but tasting beats telling, every time

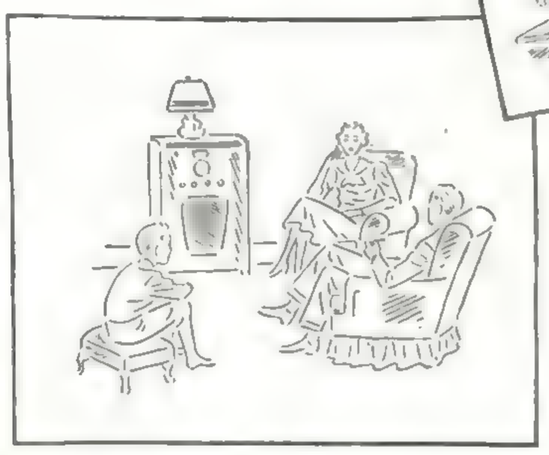
AT PARTIES, and at family tables everywhere, women (yes, and the men, too) are saying that never before have they tasted a mushroom soup so smooth and so exquisite in flavor.

They agree that Campbell's Cream of Mushroom is truly "to the manor born", a soup that gives a touch de luxe to the most formal dinner, or a delightful party touch to a family lunch or supper. Yet however enthusiastically they praise it they agree that tasting beats telling, every time—that you must taste it yourself to know what a sumptuous soup it really is.

So, tomorrow, why not serve Campbell's Cream of Mushroom (with special emphasis on "mushroom", as well as on "cream")? As you enjoy it, ask yourself if you ever before reveled in such deep mushroom richness, blended with double-thick cream—cream so thick it will hardly pour. You'll enjoy the generous garnish of sliced mushrooms, too. And it's worth noting this soup de luxe is ready for the table in just a few minutes.









Campbell's Cream of Mushroom

Luxury in every spoonful

These beautiful hands wear

"Shrimp" Polish

a Peggy Sage "dusty" tint



The lovely hands of Mrs. Fred Morris Dearing of Stockholm, Sweden, have long known the beauty care of Peggy Sage's Manicure Method. Photographed at the New York Salon, wearing Miss Sage's exclusive "Shrimp" shade of polish.

How enchanting to see is the grace of Mrs. Fred Morris Dearing's hands. Vividly, they portray her charm. And always, to their very fingertips, they reveal that perfection of grooming dictated by the luxurious Peggy Sage Salon Manicure Method.

On a recent visit to the New York Salon, this distinguished client chose "Shrimp" polish to climax the elegance of her Peggy Sage manicure. And its subtle, dusty hue tipped her nails with beauty, blended faithfully with her delicate skin tones.

At any of the smarter shops both here and abroad, you will find this entrancing Peggy Sage color. It belongs to that modern and captivating group of "dusty" shades which includes Bisque, Dusty Rose, Tulip, Red Banana and Rust.

It takes so little time, at home, to groom hands and fingertips to new youth and loveliness. So take note of your individual needs. Choose the Peggy Sage Hand Creams and Lotions, the Nail and Cuticle Emollients that achieve their beauty purpose so superlatively.



PEGGY SAGE

SALON MANICURE PREPARATIONS

Liquid Polish $1.00 . . . Lubricant Polish Remover 50¢ . . . Lubricant Cuticle Remover 75¢ Fingertip Treatment Kit $1.50 (for the health of nails and cuticle) . . . Gardenia Liquid Hand Cream $1.00 . . . Hand Lotion $1.00 . . . Hand Mask Cream $1.00 . . . Hand Smoother and Softener Cream $1.00. Manicure Sets $3.00 to $35.00.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK . . . PHONE PLAZA 3-9011
LONDON: ONE THIRTY NEW BOND STREET . . . PARIS: SEVEN PLACE VENDOME

DISCOVERIES IN BEAUTY



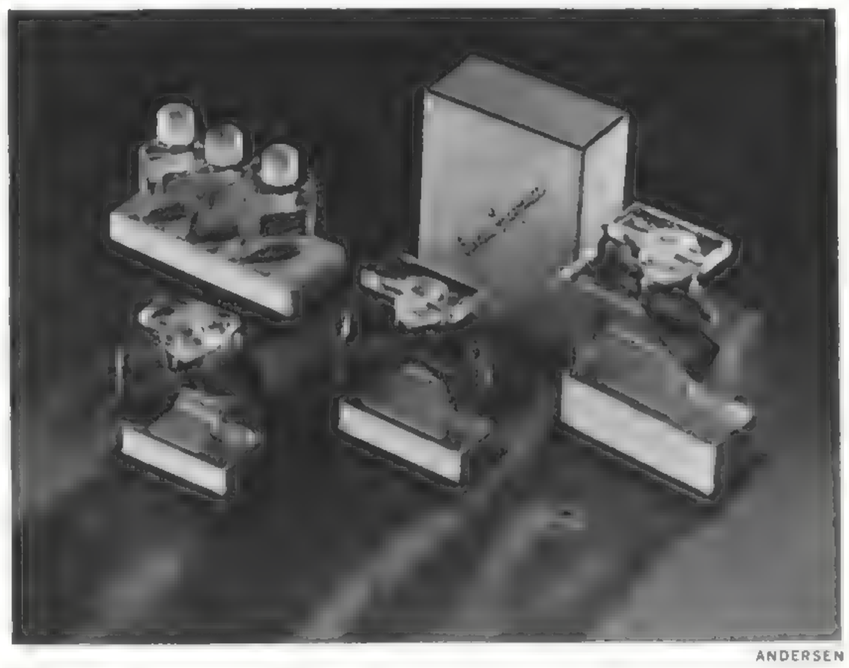
The new Early American beauty series by Shulton (read more below) appears in these enchanting keepsake boxes

WHEREAS a hope chest has always seemed rather a dreary thought, the "brides' boxes," in which early American brides kept their treasures and keepsakes, are a charming idea and enchanting things to possess, besides. Some of these original "brides' boxes" are in the Metropolitan Museum, and they were the inspiration for the boxes you see in the photograph above, which hold the new beauty preparations by Shulton. The gay little figures, the flowers and mottoes, and the wood finish give these a charm that does fine credit to the originals, and the prices are so moderate that you can hardly believe them.

The series is known as Early American, and the bottles for the perfume and toilet-water are authentic reproductions of the famous Stiegel bottles decorated with coloured enamels. The scent for all the preparations is "Old Spice," such as might have been brewed from rose-leaves and old-fashioned spices, but it has a fresh, vivid fragrance that is distinctly modern.

Everything is here—perfume, soaps, dusting powder, bath salts, toilet-water, and the kind of make-up box you have been looking for and couldn't find. The series is so beautifully and authentically carried out that it actually seems wrong for any early American house to be without it, but you will want these things whatever your scheme of *décor*. You will find these preparations making their début just now in the better shops.

The first appointment on your engagement pad after you return to town is to get your hair back into condition. If that process includes a bit of tinting, a good place to make the appointment is at Martin from Vienna's new establishment, East Fifty-Third Street. Here, hair-colour blending goes on in real daylight, on the top floor of the building, with windows on all sides and a huge skylight. Any one who has her hair coloured knows the importance of good (Continued on page 146)



ANDERSEN

"Garden Fragrance," true flower perfumes that capture the very essence of fresh flower scents, is on order from Qui Sait

Freshening Up  THIS WAY



Does More Than Clean Your Skin— It Invigorates the Skin!

Mrs. A. J. Drexel, III

At parties and dinners . . . in her simplest play clothes . . . or out for a brisk walk with her Sealyham "Daffy" . . . Mrs. Drexel always presents the same sparkling loveliness! Mrs. Drexel is an enthusiastic user of Pond's Cold Cream. "A Pond's freshening up leaves your skin more than clean. It's brighter . . . invigorated."





FRESHENING UP is *more* than getting your skin clean. That's what beautiful girls who have found the Pond's way of freshening up say.

Before they make a single appearance, they give their skin the brisk toning up as well as cleansing that sends them forth with such fresh and vital-looking young faces.

Rousing Treatments Fight Off Skin Faults . . .

For this Pond's way of skin care, they find, invigorates their skin. It tones up faulty oil glands, chief cause of blackheads and blemishes . . . livens the circulation. Tones the tissues, so lines will soon be smoothing out, your skin be clear, fine textured, flawless!

Every night, smooth on Pond's Cold Cream. As it softens and releases dirt, stale make-up and skin secretions—wipe them all off. Now pat in more Pond's Cold Cream—*briskly*, till the circulation stirs. Your skin feels invigorated. It is softer—and so much smoother!

Every morning (and before make-up) repeat. Your skin is smooth for powder—fresh, vital looking!

Begin yourself to use Pond's. See *your* skin, too, grow clearer, brighter, smoother—admired for its youth and freshness.

***Send for* SPECIAL 9-TREATMENT TUBE**
and 3 other Pond's Beauty Aids

Pond's, Dept. 11-CJ, Clinton, Conn. Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____

Street_____

City_____ State_____

Copyright, 1937, Pond's Extract Company



See how your skin responds to the cleansing and invigorating action of Golden Cleansing Cream [*it contains colloidal gold!*]

Beauty authorities agree that the most important step in the care of your complexion is *thorough cleansing*. It's a simple step, too, since Daggett & Ramsdell created Golden Cleansing Cream.

For this new cream contains colloidal gold . . . a substance with a remarkable power for toning and invigorating the skin. You can't see or feel this colloidal gold, any more than you can see or feel the iron in spinach. Yet its penetrating action not only makes Golden Cleansing Cream a more efficient cleanser . . . but aids in keeping the complexion clear and youthful.

Try Golden Cleansing Cream tonight. See how fresh and vitally alive it leaves your skin. At drug and department stores.

DAGGETT & RAMSDELL
Golden Cleansing Cream

Daggett & Ramsdell, Room 1980, 2 Park Avenue, New York City. V-10

Enclosed find 10c in stamps for trial size jar of Golden Cleansing Cream. (Offer good in U. S. only.)

Name .....

Address .....

City ..... State ..... Copr. 1937, Daggett & Ramsdell

DISCOVERIES IN BEAUTY



By means of these little test-tubes, you can make sure of your exact shade in Lanvin's new powder before you buy

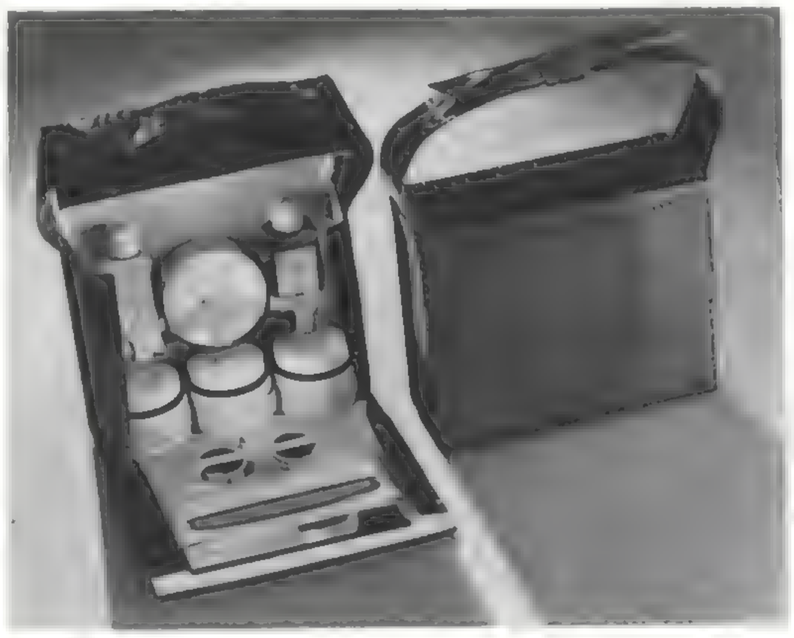
(Continued from page 144) light in the procedure, and Martin has long been an expert in this phase, having clients on his books who have kept standing appointments for as many as ten years.

The new shop is done with natural woods, the whole place has a full-of-light-and-air feeling that is pleasant to encounter in hair-dressing precincts.

The same complaint always persists about powder—"It was just my shade in the box, but *look* at it on my face!" You can't say that about the new Lanvin powders, though; because you can try them for yourself by means of the little test-tubes that you see behind the powder-box in the photograph above. And, once you have found your shade, you won't be able to resist the powder, because it is incredibly fine, the kind that definitely flatters your skin, and it smells divine.

Besides, you would buy it for the box, which is smart enough to be a bit of dressing-table *décor* in itself and makes a superb piece of travelling equipment. There are certain possessions that give you a definite sense of luxury, and this is one of them. The Lanvin powders, like the perfumes, are to be had in leading shops in the larger cities.

When the Harriet Hubbard Ayer company started to design a beauty kit for college girls, they got a remarkably smart case to begin with, then let a representative group of college girls advise them about what preparations to put in it. Furthermore, they priced the whole thing at a figure that the girls said allowances would stand. The case appears in the photograph below, and it couldn't be smarter to look at, in red, black, or brown, with alligator finish. Its official name is Ayer Campus Carryall, and the fact that it was designed for college girls doesn't mean that other people won't want it, because it is an exceedingly chic and efficient bit of beauty equipment for week-ends and cruises. It is in the shops now, just in time to get into college trunks. (Continued on page 153)



ANDERSEN

Harriet Hubbard Ayer's Campus Carryall has complete week-end equipment, at a price to come within allowances

Mrs. Martin L. Davey —THE WIFE OF THE

GOVERNOR OF OHIO DOES A LUNCHEON-TABLE SETTING

WITH THE NEW "*Governor's Lady*" BY GORHAM



MRS. DAVEY presides over state dinners, luncheons, state functions without number, with a charming grace and dignity . . .

SPONSORED BY THE WIVES of the governors of five states—one of whom is shown above—the breathtakingly rich simplicity of "Governor's Lady" destined it from the first to be a sensation.

Here is a singing purity of line that holds the eye enchanted . . . a miracle of perfect symmetry and ageless grace. It's the pattern Bach-lovers will choose . . . connoisseurs, artists, collectors . . . and the loveliest, most privileged of brides. Ask to see "Governor's Lady" at leading jewelers everywhere. Get an illustrated price list there. Or you can write The Gorham Company, Providence, Rhode Island . . . since 1831.



DESIGNS FOR DRESSMAKING



Frock No. 527: All to one side goes the drapery of this dress. moulding waist and hips, making you look like a figure from the Parthenon frieze. That unbelted line helps to achieve the new sweater effect, and a sequence of buttons decorates the side. Designed for sizes 12 to 20; 30 to 38



Frock No. 7815: Go to dinner looking as though you had been poured into your dress. This "Easy-to-Make" one has a closely moulded bodice, a shield-shaped neck-line, long tight sleeves, and a straight skirt with a flared front panel. It is designed for sizes 12 to 20; 30 to 40

Back views appear on page 153

Beauty-Giving Action you've never known before!

in these
NEW-TYPE creams
containing
MILK OF MAGNESIA



A REMARKABLE NEW HELP FOR

*"Acid Skin!"

Of course you know how milk of magnesia taken *internally* relieves excess acidity of the stomach. In just the same way these milk of magnesia creams act *externally* on the excess fatty acid accumulations on the skin, helping to overcome unsightly faults and to beautify the skin.

HERE'S a kind of beauty-giving action you've never experienced before in face creams! In these two New-Type creams you can have all the benefits of milk of magnesia for your skin, in a form which holds it on long enough to be really effective.

If you have what you think of as "Acid Skin" *(a troublesome condition caused by excess fatty acid accumulations), if your skin looks old and "thick"; if it has lost its fresh tone, fine texture and developed such unsightly blemishes as enlarged pores, oily shine, blackheads, dry scaly roughness, give these new creams a chance to help!

PHILLIPS' MILK OF MAGNESIA TEXTURE CREAM
You've never used a cream like this soothing, beautifying Texture Cream. It *does* more because the milk of magnesia acts on the external excess fatty acid accumulations on the skin. It gives a new kind of protection against the mixture of dirt and natural oils which furnishes a fertile soil for bacteria.

A perfect foundation at last! You'll never believe how wonderfully this delightful greaseless cream takes and holds make-up, until you try it! This is because the milk of magnesia *prepares* the skin—smoothing away roughness and removing oiliness and shine, so that powder and rouge go on evenly and hold for hours without touching up!

PHILLIPS' MILK OF MAGNESIA CLEANSING CREAM
Try this new-type cleansing cream just once, and it will be your cleansing cream always! The milk of magnesia not only loosens and absorbs surface dirt and make-up, but penetrates the pores, neutralizing the excess fatty acid accumulations as it cleanses. Leaves the skin beautifully soft, smooth and *really clean!*

PHILLIPS' *milk of magnesia* CREAMS

TEXTURE CREAM — CLEANSING CREAM

60¢ A JAR



The Coat

It is of interesting rainbow plaid tweed, one of our own models made in our own workrooms. The background may be navy or gray but the plaid itself revels in all the colors of the rainbow. The coat is slightly fitted in a subtle manner and the high buttoning gives it a crisply tailored look. For travelling or for outdoor events during the cooler days this coat is smartness itself.

Rainbow Plaid Tweed (or all-black) . $75.00
Hat $16.75

The Dress

Of lovely soft chamois, this dress with hand-stitched seams and a novel belt with two pockets is one of the most beautiful of our new season's collection. It was designed especially for us by a woman who is a wizard with leather.

Dress of Genuine Chamois $59.50
Natural chamois with black stitching; green suede with brown stitching or rust brown with yellow stitching. Antelope Beret $14.75 Chamois Bag $25

Send for catalog "Fall Sport Styles"

ABERCROMBIE & FITCH CO.

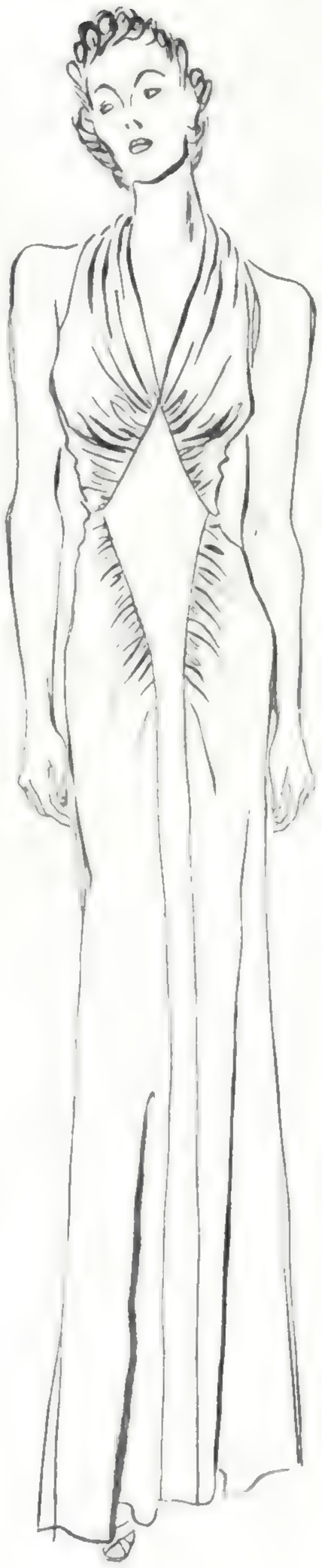
The Greatest Sporting Goods Store in the World

MADISON AVENUE AT 45th STREET, NEW YORK

A&F

CHICAGO STORE: Von Lengerke & Antoine, 33 So. Wabash Avenue

DESIGNS FOR DRESSMAKING



Evening Frock No. 526: Nothing is more flattering to a good figure than shirring—and here you have full measure. From the bodice and hips, the fulness is gathered into a diamond-shaped panel. The neck-line is halter-style. This model is designed for sizes 12 to 20; 30 to 42



Evening Frock No. S-4006: Shirring around the waist-line of this princesse dress focuses attention on your small waist-line. The bretelles that top the bodice continue down to the very waist-line in back. The skirt swirls at the hem. Designed for sizes 12 to 20; 30 to 38

Back views appear on page 153



★ *Tasting cool, fresh fingers of pineapple on a plantation near Honolulu.*

THE ISLANDS OF

Hawaii



★ *Testing lines for thrilling deep-sea fishing at Nawiliwili Harbor, Isle of Kauai.*

Autumn in the South Seas! Sunlit surf spraying liquid silver on Waikiki. Vivid flowers tinting the hills with flame. Laughter giving lilt to mellow music. The smart world at play, where play is part of *life*. * * The tug of sport is irresistible. Volcano-trails and fern-forest roads call beauty-seeking motorists. Magnificent hotels invite inspiring gaiety. Shops that herald the most exciting news in fashions. (Wait until you come for your wardrobe.) And no matter what you do, a clear blue sky's your canopy!

The leaves of adventure are yours to turn at will. Neither password nor passport is required. But you'll learn to say "Aloha!" and to make that lovely word a symbol of unequalled hospitality . . . Hawaii's unique contribution to the life and language of her own United States. * * A gay, smart ocean crossing from Los Angeles, San Francisco or Vancouver, B.C. A swift air passage of less than a day on giant new Clippers.

Booklets "Nearby Hawaii" and "Tourfax" free from Travel Agents or Hawaii Tourist Bureau, 221 Market Street, San Francisco, Calif.; 702 West Olympic Boulevard, Los Angeles, Calif.

This Bureau, with headquarters at 765 Bishop Street, in Honolulu, is a non-profit organization, maintained by

THE PEOPLE OF HAWAII

to enable you to obtain accurate information on any subject concerning the entire Territory of Hawaii, U. S. A.

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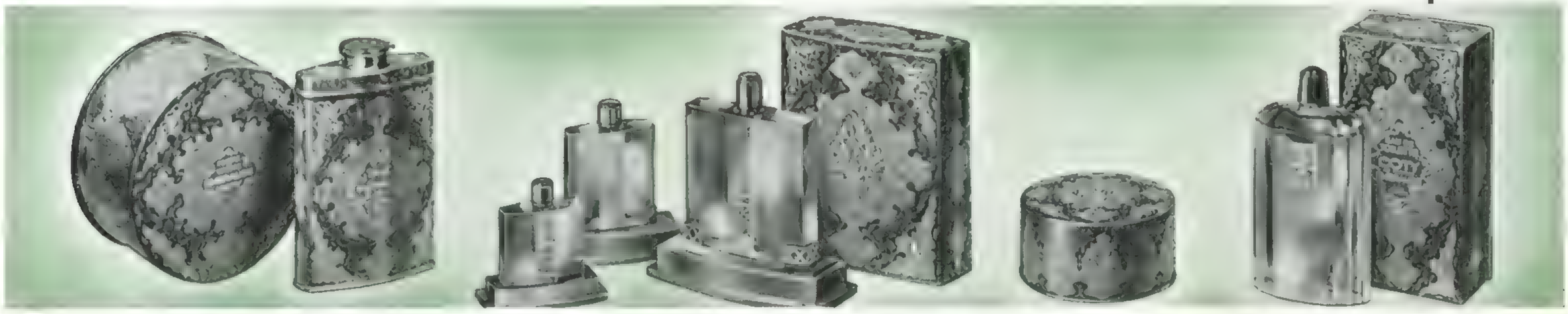


Encores in Emeraude



One way of wearing Emeraude is not enough . . . say lovers of this glowing "jewel" perfume which the emerald inspired. So Coty brings you these enchanting Emeraude Encores . . . a complete ensemble of beauty and bath preparations that bring the pleasure of using this superb scent to every beauty rite. Emeraude Encores are matched, not only in fragrance, but in their smart and appropriate new decor of Persian luxury and richness . . . .

EMERAUDE ENCORES BY Coty



DUSTING POWDER—soft and clinging...to clothe you in Emeraude luxury from head to foot . . $1.

TALC DE TOILETTE—a talcum of silky smoothness, cool as soft mist. An ideal travel companion. 50¢.

EMERAUDE PERFUME—the green fire of the emerald, translated into perfume. Prices from $9.75 to $1.

"AIR-SPUN" POWDER—swirled and buffed by rushing air to a new texture, of melting smoothness. $1.

EAU DE TOILETTE—a delicate and distinctly feminine toilet water, rich with perfume. $1.75 and $1.

DISCOVERIES IN BEAUTY

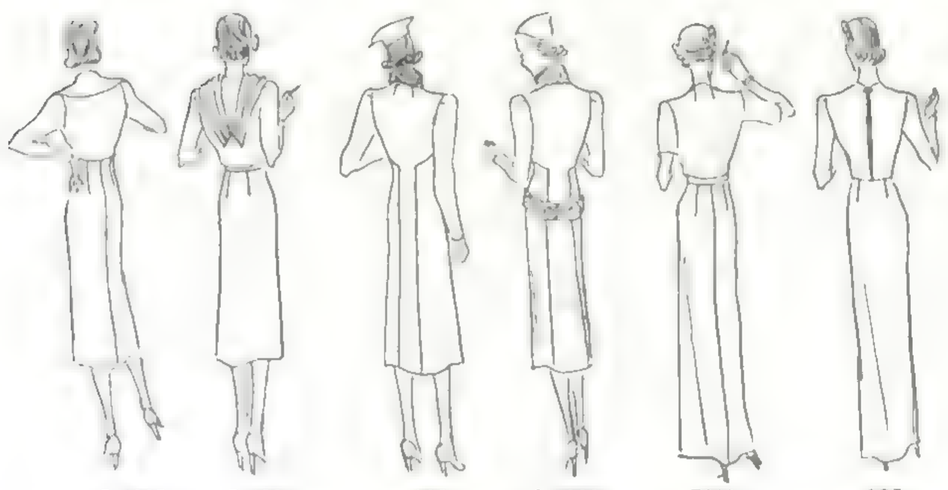
(Continued from page 146) People are always in quest of perfumes that smell like their gardens or their favourite flower, and clear, true flower fragrances are not always easy to find. We have found some new ones that seem to us to reproduce real flower scents beautifully (you see the photograph of them on page 144). There is a Russian violet that makes you think that violets have had an autumn blooming in your garden, and the English honeysuckle has the spicy sweetness that comes when you get the first breath of the blossoms. The twelve "Garden Fragrances" are on order from Qui Sait, the shop at 767 Lexington Avenue.

It's as though your skin had been constantly washed, for the first twenty years of your life, by the mists of English moors. You emerge from the herbal skin treatments of Francine Chevet, 1 East Fifty-Seventh, with that same dewy look. Your skin is clearer, the pores are smaller, and small blemishes, if any, have magically disappeared. Magic there must be in these potions, but there's a surprising simplicity about the whole procedure.

Madame Chevet insists that you come to her for ten successive days, but each treatment takes no more than fifteen or twenty minutes of your time. Your skin is cleaned with olive-oil and an herbal tonic; you inhale a steaming herb brew; and they finish you off with an application of herbal oil, hot water, then cold water—that's all. The herbs grow in Burgundy, where Madame Chevet picked them as a child and learned their secrets.

Few things in life are more dreary than the drab little pieces of soap that you encounter en route or the stuff that comes spurting out at you in train dressing-rooms. Yet soap is a bother to carry around with you. If you invest in one of the attractive new soap-chests made by Wembdon Lavender, you get eighteen little cakes of lavender-scented soap for such a modest sum that you can leave one behind you after a single use without feeling extravagant. If you slip individual cakes into your hand-luggage, they do double duty as sachets.

DESIGNS FOR DRESSMAKING



Shirring, fur banding, the tiny waist, and the halter neck-line—trends in the new mode. Turn to pages 124, 148, and 150 for larger views of these models. Designed for sizes: 529, 526, in 12 to 20, 30 to 42; S-4008, S-4005, S-4004, S-4006, and 527, in 12 to 20, 30 to 38; and 7815, in sizes 12 to 20; 30 to 40



PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 195.

A Cardigan with Curves!

A PROUD BRAEMAR SWEATER FROM SCOTLAND



We've carved out a whole new career for cardigans! We've plussed their chic and quadrupled their charm! For we've added the same becoming *curves* to them that you boast in your best tailored suit. Curves that only Scotland's finest mills could weave into such smooth beauty. It's the most glorifying, gratifying thing that has yet happened to sweaters! The bonny plaid Braemar above is the famous Argyle pattern, $25.00. Also imported without pattern, in natural shade of finest cashmere, $35.00.

PECK & PECK

New York • White Plains • East Orange • Boston • Chicago • Cleveland • Detroit
Minneapolis • Philadelphia • Providence • St. Louis



FRENCH DIVERTISSEMENTS



Silver balls dangle from this large link bracelet and necklace, made by Simonne Gerli. An amusing pair to wear with your black wool autumn dress

Blue enamel motifs applied on gold metal—Simonne Gerli's formula for a bracelet and necklace. The bracelet, incidentally, holds face powder



Twin bracelets of embossed silver metal, and a bag of black antelope with a frame of the metal. Simonne Gerli of Paris designed both of them



Two shoes in one is a new trick of Enzel in Paris. You have a blue suède strap and a white one—either of which slips through the buckles



Here you see the two-in-one sandal being worn. Notice that the strap crosses under the arch and over the vamp—holding the foot very firm

Now Comes Once-a-Day Cheek Make-Up

THAT KEEPS YOU LOVELY LOOKING ALL DAY LONG



9 A.M. You apply it before your own mirror —and get a perfect and even color!



5 P.M. You still have a facinating color—you won't be pale or tired looking. There's no more primping and fussing with make-up during the day.

French Women, Noted For Their Chic Use This Natural Colorful Make-Up And Women Everywhere Are Adopting It

IN PARIS women have found a new way in make-up. A cheek rouge that stays on beautifully all day long so that you can go through the day with the assurance that you'll have a bewitching color at the end of it. And you don't have to fuss or primp with your make-up to keep yourself appealingly attractive all day long.

You apply it in the morning, under the familiar lights of your own dressing table, where you can see that it's on properly, evenly—and in just the right tone to bring out your best points.

What It Is

It's an exquisite *cream rouge*, called Angelus Rouge Incarnat, that comes in subtle natural colors to blend with every complexion, eye-color and hair. Colors that bring new allure to blond, brunette or titian.

Being a cream rouge, the color blends naturally with your skin tone—and it won't blow off or brush off. With this new way your make-up is so natural that only an expert with a magnifying glass could detect that you used rouge to give color to your cheeks.

The Smart Woman's Choice

Smart women everywhere are choosing this natural colorful make-up. Try it today. See how it gives your face a new and charming sophistication. How it brings compliments and the assuring satisfaction that you look your best.

You can use it on both your lips and cheeks, and thus gain perfect color harmony in your make-up. Or, if you prefer, you can buy the Louis Philippe Angelus Lipstick in matching colors. At all drug and department stores.



Angelus Rouge Incarnat in the little Red Box and Louis Philippe Angelus Lipstick



FRAMBOISE POPPY
LIGHT SUN ORANGE
PANDORA MEDIUM
CORONATION RED

Try the Newest Smartest Shade

PROMENADE

that gives a subtly sophisticated tone to lips and cheeks. It speaks the language of exciting days and glamorous nights.



TO MY SON:

I'm giving you a clock for your room in college, because a wise man once said: "Tell me how a boy uses his time and I'll tell you what kind of man he is going to be." I'm making it a Seth Thomas because with a clock, as with a man, integrity is important. For 125 years Seth Thomas has made clocks that people can depend upon.

Your Father



ELECTRIC CLOCKS THAT LAST *by Seth Thomas*

There is no finer gift from mother to daughter, either. Every Seth Thomas case has been styled by a famous designer. There are many models to choose from—electric or eight-day, time only, strike, ship's bells or Westminster chimes—at jewelry or department stores. Seth Thomas Clocks, a division of General Time Instruments Corp'n., Thomaston, Conn.

FOR THE TURN OF THE YEAR



When the maple leaves turn, get out into the country—in this Snyderknit suit of grey-and-blue tweed. Component parts are a three-quarters length top-coat with patch pockets, and a two-piece suit to team with the top-coat or wear as a dress. The belt has a braided leather fastening. From Peck and Peck. Grey felt hat; Rilla Marie



Classic—the sort of suit that you'll need for a co-educational campus or for escape-from-the-city week-ends—this three-piece suit knitted of brown wool. The pull-over has short sleeves and a high neck; the jacket and skirt are trimmed with scrolls. Finish off with a peaked hat of brown velours. Suit and hat from Martha West



If your autumn program should include a little motoring, have this two-piece dress, knitted of green wool. Wear it en route—and arrive unwrinkled. Pack it along—and lift it out without a crease. The overblouse is in the shirt-waist tradition. Green leather belt. Green velours hat, brown ribbon. Suit and hat from Bonwit Teller

NELSON



GREAT OPEN SPACES

A boisterous holiday. Out all day, in all weathers. Glowing with health . . . But, alas, the picture has another side. Her face is rough: her skin weathered and sunburnt. Back at home, she picks up her engagement book; and there—staring her in the face—is an important party—perhaps the most important of the year. Social self-esteem completely forfeited? Not at all. She summons a taxi and takes her troubles round to Elizabeth Arden's Salon.

BACK TO SOPHISTICATION

Here she discovers sympathy of the most practical sort. First—since her skin has become rough and dry—the worst of her sunburn must be removed; her skin must be freshened and rejuvenated: and this preliminary treatment must be completed by an application of nourishing and mollifying cream, patted in with a special cream-patter. Next, her unruly hair needs skilled attention. And who is better qualified to give it than one of Elizabeth Arden's brilliant assistants? Finally, her nails . . . They, too, have suffered. But an oil manicure softens the unsightly dry cuticle and leaves the nails themselves smooth, even and good-looking.





ON WITH THE DANCE

Now she can face the lights of the ballroom: Her complexion is fresh and satiny as if it had never been exposed to the wind and sun of the great open spaces: her hands white and delicate as if they had never held the reins of a pulling horse. On her dressing table stands a row of preparations—bought at the assistant's advice—with which she will continue the good work begun that afternoon: Ardena Cleansing Cream . . . $1 to $6; Ardena Skin Tonic . . . 85c to $15; Orange Skin Cream . . . $1 to $8; Anti-Brown Spot Ointment, for removing tan . . . jar, $2.50; tube, $4.50; Ardena Bleachine Cream, for freckles . . . $1.25; Ardena Muscle Oil, for tired lines around the eyes . . . $1 to $14; and Velva Cream Mask . . . $2.50 and $5 . . . as well as powders and lipsticks exactly suited to her type of beauty.

Elizabeth Arden

1937 EA

691 FIFTH AVENUE • NEW YORK CITY



CASUAL CLASSICS in

KENWOOD TWEEDS

Kenwood British-type tweeds have a character and quality that make them good to look at, good to wear through not one but many seasons. In tribute to their enduring beauty, they are tailored by a master designer, in those classic lines that make them the timeless, changeless favorites of discriminating women.

KENWOOD WOOL PRODUCTS

Princesse reefer. So slim and beautifully fitted it makes your figure reed-like. Young single-breasted style, seamed from shoulder to hem.

Plain colors $39.95

Subtle checks $45.00

LORD & TAYLOR

NEW YORK

KENWOOD WOOLENS, INC., CHICAGO · ROOS BROTHERS, CALIFORNIA

and other selected stores throughout the country

KENWOOD TWEEDS ARE LOOMED BY KENWOOD MILLS, ALBANY, N. Y.

HATS WITH A PAST AND A FUTURE



Coquetry from the 1900's: An antelope pill-box stitched in a lozenge design. Atop it are two black silk braid pompons growing on red antelope stems. There's an eye-screening veil, as heavily dotted as those that used to shadow the languishing looks of Gay 'Nineties belles. This hat will be made to order at Gladys and Belle



Insouciance from the Russian Revolution: One of those hats you saw the dashing Cossacks wear in "Tsar to Lenin." Here you have the same toppled crown, the same rakish slant—in Maria Guy's stitched antelope hat, which would be particularly striking in brown, with brown furs; René Marten. The sable scarf is from Dein-Bacher



Bravado from Early America: Like the head-dress of a Sioux chieftain, this black felt hat flares away from your forehead—suggesting, by a pleated frill, the feathers of a war-bonnet. The tone of the black is dull and flat, called "India-Ink"—and extremely effective with all-black costumes. One of the original designs from Rilla Marie

NELSON

Shulton introduces

EARLY AMERICAN TOILETRIES*

*scented with Old Spice**



Toilet Soap One Dollar

EARLY AMERICAN TOILETRIES with the old-fashioned glamour this 20th century adores. They're scented with *Old Spice,* that enchanting, heady fragrance Colonial belles compounded of rose petals and spices. Encased in boxes, beautifully decorated in quaint Early American designs, that will make lovely treasure boxes after the contents are gone . . . The Shulton Early American Assemblage includes: *Bath Powder . . . . Bath Soap . . . . Toilet Soap . . . . Guest Soap . . . . Toilet Water . . . . Perfume . . . . Beauty Boxes.*

*Trade Mark Applied for by SHULTON INC., 358 FIFTH AVENUE, NEW YORK CITY, NEW YORK

Available in the Toilet Goods Departments of these, and other fine stores:

NEW YORK CITY—LORD & TAYLOR

Akron, Ohio . . . . . The M. O'Neil Co.
Atlanta, Ga. . . . . Davison-Paxon Co.
Boston, Mass. . . . . R. H. Stearns Company
Brooklyn, N. Y. . . . Frederick Loeser & Co., Inc.
Buffalo, N. Y. . . . . Flint & Kent
Cincinnati, Ohio . . . . The H. & S. Pogue Co.
Cleveland, Ohio . . . . . The Higbee Company
Columbus, Ohio . . . The F. & R. Lazarus & Co.
Dallas, Texas . . . . . Neiman-Marcus Company
Danville, Va. . . . . L. Herman
Dayton, Ohio . . . . The Rike-Kumler Company
Denver, Colo. . . The Daniels & Fisher Stores Co.
Des Moines, Iowa . . . . Younker Brothers, Inc.
Fort Worth, Texas . . . . . The Fair
Hartford, Conn. . . . . G. Fox & Co.
Indianapolis, Ind. . . . . L. S. Ayres & Co.
Kansas City, Mo. . . Emery, Bird, Thayer D. G. Co.
Los Angeles, Calif. . . . . Bullock's
Newark, N. J. . . . . L. Bamberger & Co.
Oakland, Calif. . . . . The H. C. Capwell Co.
Pittsburgh, Pa. . . . . Joseph Horne Co.
Portland, Ore. . . . . Ungár Inc.

CHICAGO—MARSHALL FIELD & COMPANY

Providence, R. I. . . . . Gladding's, Inc.
Rochester, N. Y. . . . Sibley, Lindsay & Curr Co.
San Antonio, Texas . . . . . Frost Bros.
San Francisco, Calif. . . . . The Emporium
San Francisco, Calif. . . . . The White House
Seattle, Wash. . . . . Bon Marché
Springfield, Mass. . . . . The Brigham Co.
St. Louis, Mo. . . . . Famous-Barr Co.
St. Paul, Minn. . . . . Field-Schlick, Inc.
Washington, D. C. . . . . Woodward & Lothrop

4 PROBLEMS IN SKIN CARE

... solved by 4 new wonder-preparations



Sunclyme

FROM SUN-RIPENED TROPICAL FRUITS





Things have happened since you bought your last beauty preparations! A dermatologist, experimenting with the effects of fresh fruits on the skin, has found a way to embody in emollient form, all the rich, natural oils, vitamins, and minerals found in fresh sun-ripened fruits. The actual live organic elements known to be vital reconstructive elements of the skin cells!

Sunclyme preparations provide the stimulating freshness of the lime and lemon, the lush richness of the avocado, the wine-like exhilaration of the papaya ... *natural* aids that help your skin function naturally and maintain a soft, velvety-smooth, youthful texture.





Think what this means to women who have tried cream after cream in vain hope of finding what their skin needs! Sunclyme preparations provide Vitamin F, the *one* vitamin proved of direct benefit to the skin itself. They penetrate the pores gently but *deeply*—rid them of waste. They contain no dead chemical, wax or paraffin. They are made from exclusive formulae of an eminent physician and biochemist.

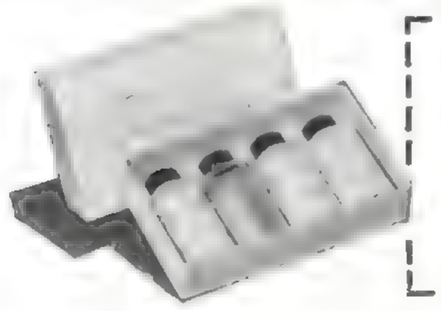


Sunclyme's 4 Steps to Beauty

Lime and Lemon Cleansing Emollient ... to cleanse; Persian Lime Foundation ... to protect; Papaya Skin Tone ... to tone and refine; Avocado Night Emollient ... to lubricate. The first two—$1.00 each; the last two, $1.50 each. Write for booklet of complete information to SUNCLYME HOUSE, Dept. V, Miami, Florida.

Try these scientific beauty emollients that really *accomplish* things for complexions. Leading stores have Sunclyme.

SEND TODAY FOR INTRODUCTORY SET of Sunclyme Liquids for complete skin care!



SUNCLYME HOUSE, Dept. V
Miami, Florida
I enclose 50c for set of four 1-ounce Sunclyme Liquid Emollients for complete skin care.

Name.....

Address.....

City and State.....

My favorite department store is.....

SHEARED BEAVER AND ALASKA SEALSKIN



You're planning to travel, by boat, train, automobile, or humming air-liner. Or perhaps you're going to be in town all winter, glued to a career that gets you up in the cold grey dawn. In either case, consider this sheared brown beaver coat, full length, with the new straight-as-a-plank silhouette and a round collar. B. Weinstein. The hat, with its mound of crown and thick, rolling edge, is of olive-green felt with a spout of feather in front; it harks back to circa 1910. From John-Frederics

You're preparing to spend a good deal of the autumn in the country—at your own place; on visits, perhaps—or just whenever you can get away for lunch or a drive. If that's your schedule, have this three-piece suit of tobacco-brown tweed—Linton tweed, with a fleck of beige. The three-quarters length top-coat has twin panels of Alaska Sealskin down the front. From Jay-Thorpe. With it, wear a casual hat of light brown felt, tipped well down on one side and rolling up on the other



GEORGE KARGER

.... a Great Name in Permanent Waving **Rilling**

PERMANENT WAVE



THE WAVE FEATURED TODAY BY LEADING HAIR STYLISTS IN AMERICA AND EUROPE

A stunning Permanent depends on the artistry of your hair stylist . . . The Rilling Method, which eliminates guesswork in Permanent Waving, making it possible for him to give you the loveliest coiffure at his command. And a Rilling Wave lasts longer, much longer . . . There is no cooler, more comfortable wave . . . Ask your favorite hairdresser about a Rilling Permanent.

LET YOUR BODY *Live!*



Today's well-dressed woman does not sacrifice her body on the altar of style. Her fashionably molded figure is not won at the cost of comfort. Smart lines and graceful contours denote the supple, firmly muscled youthfulness she has retained.

Charis designers have contributed more than any one else to this new cult of *natural* figure beauty. The exclusive Charis principle of *adjustable control* makes possible, for the first time, figure improvement without figure confinement.

In a Charis designed foundation (either Charis or Swavis), your body is *persuaded* to lovelier proportions. The garment adapts itself to your individual needs, moves in unison with normal activity, provides restful, vitalizing support.

Let *your* body live! Let it live in the freedom and natural beauty found only in a foundation with the Charis adjustable design.



CHARIS

The Beginning of Beauty

CHARIS CORPORATION, Allentown, Pa. • CHARIS LTD., Toronto, Canada

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ASCONA—THE ENCHANTED VILLAGE

By Anita Joachim-Daniel

YOU can live in Switzerland in huge Palace Hotels, which the ghosts of dead Empresses and Russian nabobs seem to haunt. You can stay in little hotels or in boarding-houses with decent food. Wherever you stay, you will be served chicken every Sunday, and on special festival days the ice-cream will be decorated with little Swiss flags. Everything is *comme il faut*, friendly, and clean. The whole of Switzerland seems to be organized by one fatherly hotel keeper. You get everything that you would expect for your money, and you are not expected to expect anything else. But there is one place that is different from all places in Switzerland: this place is Ascona.

Ascona is a small Tessinese village on the Lago Maggiore—twenty minutes' distance from Swiss Locarno, near Italian Brissago, Stresa, Pallanza, near all kinds of Italian beauty-spots. Ascona has Italian language, food, and wine, and Swiss cleanliness. The village is just one ordinary, narrow street; and all around the lake and up the rocky green mountains are villas, palaces, and modern bungalows.

The most expensive cars run through Ascona, and in these cars you can see men and women barelegged, with sandals on their feet, half-dressed, unshaved, and unhatted, with an obvious artistic intention. Everybody looks like "some one." You are expected to feel terribly bourgeois if you walk through the streets in grey flannels. But the most interesting people of Ascona are those you never see and of whom everybody talks: the "big set" of Ascona—the pioneers who made this village world-famous. Poets, Nudists, painters, philosophers, millionaires, and fools.

EMIL LUDWIG, DISCOVERER

Thirty years ago, Emil Ludwig discovered this idyllic village and never left it. He settled down in a part called Moscia, and the site of his house is fairy-like. Other poets followed his example. After the poets came the millionaires. A man from Hamburg, called Emden, bought a whole island in front of Ascona, built a palace, filled it with masterpieces of Italian art, and gives Renaissance-like festivals there. This island belonged in 1915 to a Swedish Baroness of St. Léger, and the place was supposed to be a meeting-ground for German spies. Dark barques were seen rowing to the island, which was forever surrounded with a certain thrill. This political thrill, however, changed into an erotic one when the new owner of the island invited beautiful girls, who were supposed to dance on the roof in very classical style with few or less veils. Mr. Emden is a *mécène de grand style*, and his guests, with the exception of poisoned rings, are received *à la Borgia*.

When Erich Maria Remarque had to leave Germany under Hitler's régime, he built a delightful house near Ascona. There he lives nearly the whole year round with nine dogs and excellent liqueurs. Most of the time, when not in Paris or in Italy, beautiful, elegant, long-legged, red-curled Madame Jeanne Remarque is there—in grey trousers, grey shirt, playing with the grey dogs. Remarque never liked the crowd and never fussed with his fame. He sometimes lives like a hermit. He is a wild motor-driver, and, if he brings you back to your hotel, you can be sure he first takes you three times around the lake, rushing through half a dozen sleeping little towns. While you get rather deaf by motoring at a hundred-and-thirty-kilometre tempo through the night, Remarque feels fresh and happy.

CAFFÉ VERBANO

Right in the middle of the one and chief street in Ascona is the famous "Caffé Verbano." It is the gossip-spot of the place. If you sit there, you simply can not miss anybody. Every single inhabitant of Ascona, Locarno, Ronco, and all the other surroundings is sure to pass in front of Caffé Verbano at least six times a day. It is a kind of moral engagement. Beautiful cars pass—stop for a moment before going on. But you do not only see everybody; you hear everything about everybody. Who is who only interests the new arrival. But who with whom interests every one—because this changes often enough to give new entertainment and allow new discussions. Pretty, clever girls serve you coffee, *kirsch*, or Vermouth. They speak a sophisticated kind of language; they know all about the literature of their poets' corner, Ascona. A girl called Fede served coffee here for many years. She was admired, loved, and immortalized in books and pictures by dozens of artists. When she married last year, the whole place followed her to church.

A little further, there is Quattrini—quaint old place, pure Italian style *à la Napoli*, where you get excellent Chianti and delicious *sabbaioni*. There lives Hollitcher, another famous pre-Hitler German writer, who travelled through the whole world and has a special craze for New York. He loves American food more than any food in the world: "Oh! when I think of the sweet potatoes....!" In the midst of the most poetical surroundings, Chianti bottles, purple wistaria, and sun, he thinks of sky-scrapers and cafeterias.

Facing Caffé Verbano, there is a little poster: "Nelly—bar—*couture*." Nelly is one of the characters of Ascona, a tall, smart woman, with a boyish head and witty blue eyes. She makes dresses and presides over a little bar, all red and black, where the literary Asconese meet every night. Nelly had the fine idea of discovering Tessinese weavers, who weave the most delightful linen and make a special kind of perfectly exquisite wool. She designs material for cardigans, trousers, and shirts. Elegant foreigners are wild about them.

MONTE VERITÀ

But the soul of Ascona (beautiful and rather expensive soul) is Monte Verità. Monte Verità—pathetically called Mount of Truth—has a story. At the end of the last century, a group of Nudists founded a colony up there. At this time, it was not yet chic to be a Nudist; it was rather ugly, but it was meant to be very ethical.



AUTUMN ANSWER

Wondering what to wear this Fall? Why not this lovely all-occasion two-piece knit by Miriam Gross. The fabric is Mir-Ray—just the right weight for Fall. And like all Miriam Gross knits, it won't stretch, won't saa. The blouse is ribbed and the four-gored skirt is in a plain "links-and-links" stitch. You'll find this frock in black and ten colors each with gay contrast in the half-and-half crepe scarf. . . . The Miriam Gross Company, Milwaukee, Wisconsin.



ASCONA—THE ENCHANTED VILLAGE

The Nudists lived like our forefathers and foremothers, with beards, without any cleansing cream, powder, and grapefruit. Only with theories, cold water, black bread, nuts, and goats' cheese. It was not very pleasant. Still the colony attracted quite a number of amusing people. It became less nude and more comfortable. But the original ethical idea of holy Nudism and back-to-Nature was spoiled, and the colony of Monte Verità broke down.

Ten years ago, a famous German collector, Baron von der Heydt, well-known for his Asiatic treasures, Asiatic wisdom, and his intimate friendship with ex-Emperor Wilhelm, bought the Monte Verità for very little money. He built a hotel there, filling it with antiques and modern art—and it became a rather unique thing. Baron von der Heydt is a collector and a philosopher. But his hobby is this hotel. He wished it to be the rendezvous of nice individuals desiring to relax in a beautiful place, with just the amount of modern comfort indispensable for physical happiness and no dusty, last-century fuss of the usual hotel kind.

You can live here as a vegetarian or as a carnivore. You can go naked but for little pants (as does Baron von der Heydt himself), or walk in a tail-coat in the garden. You can get milk in the bar and champagne cocktails for breakfast. Nobody will ever wonder. This place is prepared to receive individuals and to respect their individuality. If you do not like to live in the perfectly kept hotel, or in one of the equally perfect *dépendances*, you may hire a bungalow in the park.

Most of the people you meet at the Monte Verità behave like 367,830 other people. They don't look particularly individualistic. They look wealthy, a little dyspeptic, or sporty and tired. Or they try to hide a very prominent name and position by no looks at all. For there are always some ex-crowned heads under the flat roof of Monte Verità, especially members of the Hohenzollern family, the great friends of the Baron. It is considered exceedingly smart to spend a few weeks at the Monte Verità. You live in Ascona, but you do not quite mix with its real Bohemians.

Baron von der Heydt has his private villa ten minutes' walk from the hotel. It is a kind of museum, but lively, and charming with its personal touch of an everlasting disorder. Books, drawings, photographs, and notes cover tables and chairs. Masterpieces of Asiatic, African, and European art abound, and modern paintings harmonize marvellously with thousand-century-old sculptures. A nice little detail: "*pour épâter le bourgeois.*" In the small elevator that brings you and your luggage up to the Hotel Monte Verità hangs a beautiful, authentic Picasso.

THEY CAN NOT GET AWAY

The colony of Ascona increases every year. Bankers have built big villas. There are nice, modern, inexpensive hotels and old palaces changed into hotels. There is the Casa San Materno, and the owner's daughter is a classical dancer, Charlotte Bara. Her father built a fine, white theatre near his house, and there Charlotte Bara gives her dance recitals. Ascona has a beautiful golf-links and a magnificent beach, of course.

There has been much talk of the mysterious erotic fluid of Ascona. It is true that people here very easily lose their heads and their hearts. They go there for two weeks and stay for twenty years. They can not get away. Others go back every year. It has been called a snobbish place, because so many prominent people settled down, while others simply came to stare at so many prominent people. There is something special in the air, intoxicating, irritating, bewildering. Amid so many charming, beautiful, and romantic Swiss places, Ascona is a strange mixture—a very different atmosphere.

AT THE LUDWIGS

Soirée de musique in the house of Emil Ludwig. After a stretch of normal road, the car drives through the wilderness of dark rocks. Then stops on the height. An Italian servant leads the guest to the house—it is about six minutes' walk through hedges, romantic stone stairs, and rocky road. Inside, all the warm cosiness of a cultured oasis, with a typically English touch brought by British-born Mrs. Ludwig.

During the supper (the tongue with raisin sauce, a poem worthy of a poet's tongue), Emil Ludwig tells about his last American trip, about his love for Roosevelt, and about his antipathy for American sleeping-cars. The dog, Diana, and the cat, Souvretta, take their share of the supper. Beautiful Mrs. Ludwig with silver-grey curls and a silver-grey dress has the silver-grey cat on her shoulder. Gordon, the fair fourteen-year-old son of the house, helps to serve the dishes. In all the candle-lighted rooms, books, books, books. In a special room, Emil Ludwig's own works, translated into twenty-nine languages—every language bound in a different colour. From the terraces of the house, a fairy-like sight. Emil Ludwig is one of the discoverers of Ascona. Like all discoverers, he is not very happy about his numerous followers and about the fact that his private paradise has become a smart *villégiature*.

Everybody who lives in Ascona feels obliged to do something artistic, intellectual, or mystic—or all these together. There are as many poets and writers here as there are grocers or dentists in other places. And if some Asconese do not write or paint, at least they look as if they could. It is a Capitalistic place, where people live as if they had Communistic ideas. You can live there with a lot of money or with no money at all. There you have the mild climate, the cheap fruit, cheese, and wine—and the wealthy *Mécènes*.

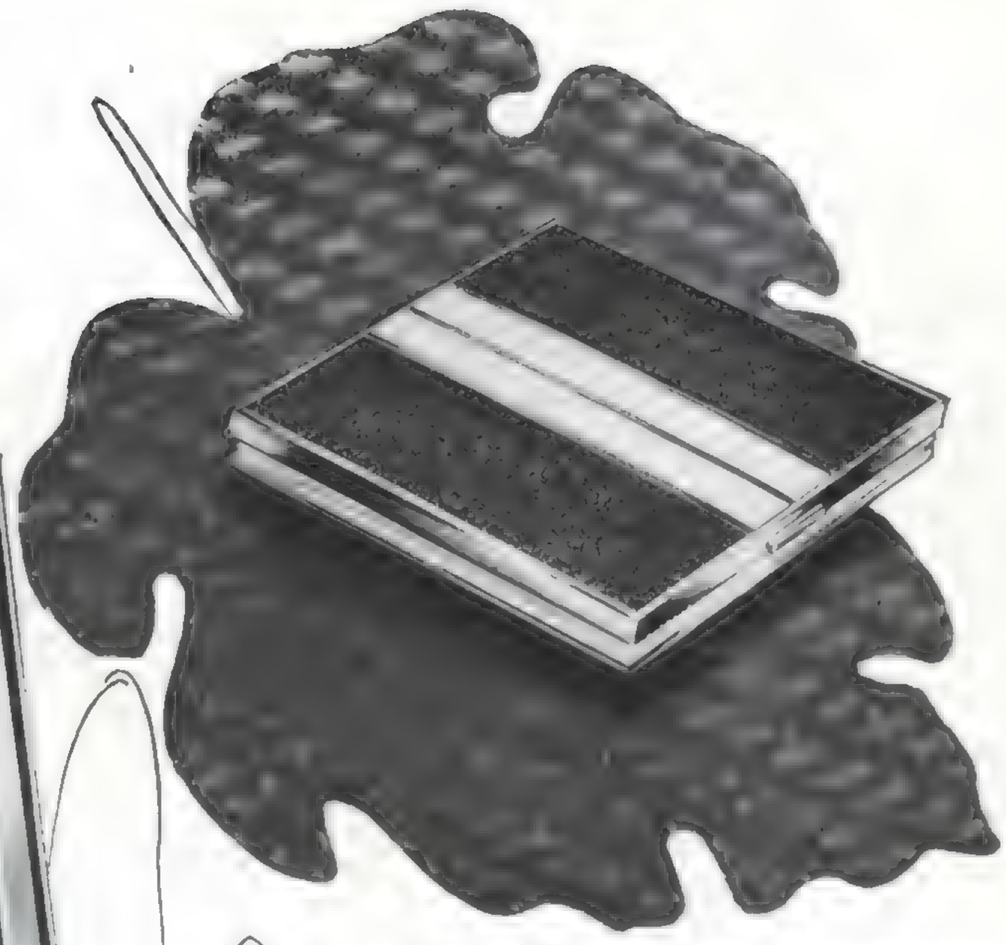
Astrology is the great hobby of Ascona. People speak in astrological terms as in a kind of slang. Every night you can join seances, but you can be served mystics for your first breakfast. There are specialists for prophecies. The fine writer and philosopher, Efraim Frisch, tells about it: a popular Asconese astrologer was recently asked how long Hitler's reign was still to last. She answered: "There you must ask Mr. Kola, he is the expert for Hitler."

Powder Cases as Costume Accessories

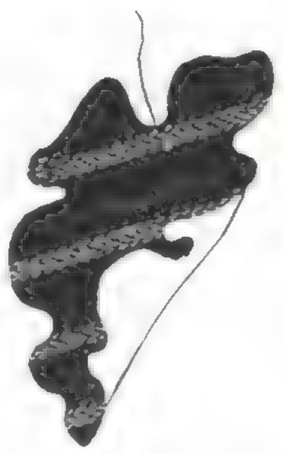


● For the first dark fall dress. Gleaming satin-finished metal in smart fluted design. Jack-in-the-Box case. Very distinguished with jewelled clip.





● For British tweeds. An entirely new finish. "Dover Mist," finely grained in misty combinations like the new tweeds. Plain enamel bands. Black with white, green with London tan, blue with white. Jack-in-the-Box case.



Jack-in-the-Box, newest of Henriette's ideas, will be hailed by women who like "plenty of powder" yet a light, thin case. Like all Henriette's things, it is exquisitely executed—white leather Jack-in-the-Box sides, a luxurious swan's-down puff, and a variety of smart cases designed to accent fall fashions.

This is perhaps Henriette's most important contribution to the whole question of powder cases for smart women. There are colors and styles for every costume. You'll be able to select one for every bag you have.

Jack-in-the-Box cases, from $3.00, as well as many other attractive models, are featured at leading department stores. Henriette, Inc., 385 Fifth Ave., New York.

by Henriette



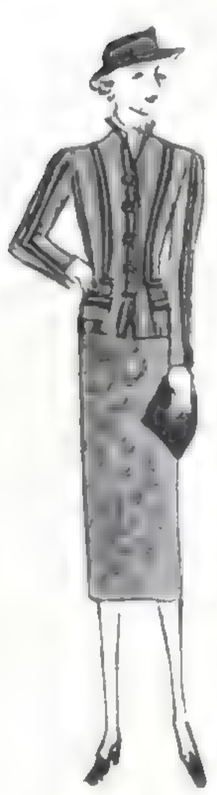
The trade mark on the cloth or the label guarantees that the Tweed is made from pure virgin wool, spun, dyed and finished in the Outer Hebrides and handwoven by native craftsmen.

YEARS ago, the crofters of the Outer Hebrides wove their tweeds to protect themselves against the wild weather of that clime. Today Harris Tweeds are famous throughout the world...fabrics of soft sturdiness, unmatched for wear and individuality of color and design. The same hand weave—the same acme of craftsmanship. Know the deep and lasting satisfaction that comes from wearing *genuine* Harris Tweeds. The registered trade mark stamped upon the cloth and the label safeguard you against imitations.

HARRIS TWEED

Look for the label on the garment···Look for this mark on the cloth . . .

SHOP-HOUND SHOWS THEM OFF





MAC WISE, 763 Madison Avenue, not only has good-looking clothes, but gives you ideas about wearing them. Does a lot of thinking for you. For instance: this suit of imported Scotch tweed, with a smart striped weave in the jacket. Motoring into the country, autumn week-ends, wear it with a sweater. At tea-time, change its aspect with a soft blue jersey blouse (sketched).... Find another trick for versatility at this shop: a trim black wool suit with a Ba-Ba-Black-Sheep jacket—all tiny shirred strips of wool. Casual as you like for town with a sweater; formal with a cyclamen crêpe blouse.

Here's another suggestion from Mac Wise on how to produce different effects with one dress: a green crêpe dress for dinner at home, with floating panel drapery—very Circe. If you decide to go on to the theatre after dinner, cross the panels into a high Ascot, at your throat. Sink a jewelled clip-pin into the voluminous folds, and cinch the flowing ends with a jewel-studded gold kid belt. Adding a fur jacket, you go forth tailored and trim.



NELSON

This little girl plays in a dress from Childhood, Inc.—the children's shop at 32 East Sixty-Fifth Street. The dress is of imported wool challis, which washes beautifully. A very nice dress to play in, because it's so comfortable and light and warm. It doesn't crumple—always looks fresh and immaculate, which is a great satisfaction to mother and nurse. The little girl has one of these dresses in blue, one in brown, one in dark red. Each is slightly different in cut, all have crisp white piqué touches, and each costs about $12.50. Both the little girl and her small brother are having identical coats of Forstmann woollen made at Childhood. They have hats and sturdy leggings to match. This shop, which makes diminutive furniture with such originality and good sense, has enlarged the department devoted to children's clothes, which reflect the same spirit. The woolly lamb is one of Childhood's pet toys.

If you like the fine details of custom-made shoes—without the trouble of having them made—you might look at a series made in Switzerland for Lawrence Parker, 444 Madison Avenue. There are six models, and they are to be had in all sizes, but are produced in small quantities so that there is no slurring of the expert Swiss craftsmanship. These are made of supple French antelope-suède, in combination with patent leather. About $17.



Feminine, but they have decision, the Lloyd hats, 485 Madison Avenue. There's a small, restrained profile hat, in stitched black velvet, with a vivid green parrakeet against the brim. "Accent" is the word for that. Lloyd Hat Company does interesting things with suède, and with combinations of suède and felt. The suède colours are magnificent, and you can order a suède scarf or suède gloves to match. Hats from about $17, to order. (Continued on page 168)



Willem Mengelberg

SALUTES THE HAMMOND ORGAN

"A miracle of tonal colours," says world-famous conductor

Prof. Dr. Willem Mengelberg is the famous conductor of the Concertgebouw Orchestra of Amsterdam, one of the finest musical organizations in Europe. Well-known in America, he was conductor of the New York Philharmonic and Philharmonic Symphony Society of New York from 1921 to 1930.



This great maestro, like many other foremost musicians, has long been a Hammond enthusiast. "The Hammond Organ has been perfected to an exceptionally high degree," he says. "It is a miracle of tonal colours and is capable of producing the utmost pianissimo as well as an unlimited fortissimo. For church or concert hall, as well as for private dwellings, this Hammond Organ is the 'ideal.' As a musician and organ-player I express my heartfelt admiration."

CREATES EXQUISITE ORGAN TONES BY ELECTRICAL IMPULSES

Designed on a wholly new principle, the Hammond has no pipes nor reeds. Its compact mechanism is entirely contained in two simple units—either of which can be moved easily by two men. The console fits in a four-foot square; the attractive tone cabinet is much smaller. The organ is ready to play when connected to an ordinary electric outlet. It positively cannot get out of tune.



A true concert organ — as inexpensive, as practical for your home as a piano!

The Hammond has opened an entire new chapter in the history of music—by making fine organ music available, for the first time, to families of moderate means. To those who play the piano even a little, it offers wholly new opportunities for self-expression.

The spinet-like console of the Hammond Organ requires no more space than a writing desk and chair. Yet its keys can bring flutes, wood winds, violins, diapasons, and countless other lovely voices to interpret your music... a whole new world of tone colors that will banish monotony from your playing—will lend exquisite new richness and variety to your favorite melodies.

Your Hammond dealer, the leading musical merchant in your city, will be delighted to have his staff organist give you an impromptu concert any time you drop in—without the slightest obligation. See him soon; hear the Hammond. It will be an exciting and unforgettable experience. Or write The Hammond Organ, 2951 N. Western Ave., Chicago. *In Canada*, address the Northern Electric Co. Ltd., Montreal.



Over 1000 churches use the Hammond Organ . . . it is an appropriate donation for your church.

THE HAMMOND ORGAN

$1250 and up f. o. b. Chicago —slightly higher for large installations

THE HAMMOND IS THE LARGEST SELLING ORGAN IN THE WORLD

PROLONG YOUR

Beauty years



MARIE EARLE believes that most women can keep beauty alive far longer than they realize. She has proved it to many, with a Basic Treatment that is astonishingly simple. Just three preparations—which supply your complexion's most vital needs! And in a 10-minute application daily! The preparations are delightful—most women say they have never used anything so exquisite.

Ten minute home treatment CHECKS DRYING AND SALLOWING

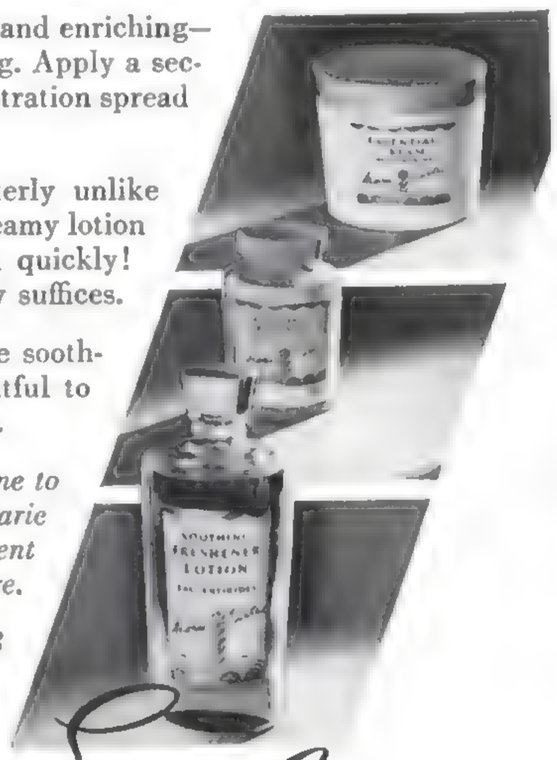
ESSENTIAL CREAM. Soft and enriching—use first for deep cleansing. Apply a second coat, and to speed penetration spread over it a few drops of...

CUCUMBER EMULSION. Utterly unlike anything you've used...this creamy lotion helps whiten and clarify. And quickly! A 10-minute application usually suffices.

EAU ANTIRIDES. A tonic at once soothing and refreshing—utterly delightful to use. Ends the 10-minute treatment.

Now...face your mirror...and determine to keep this vibrant look for years, with Marie Earle's help! The entire Basic Treatment may be had for $3...at your favorite store.

New York Salon, 714 5th Ave. CIrcle 7-5818

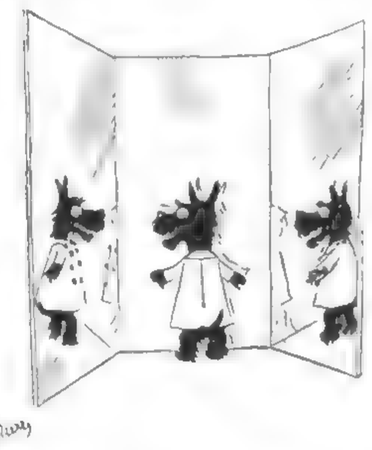


Marie Earle

SHOP-HOUND SHOWS THEM OFF



(Continued from page 166)
At Rose Saphire, 501 Madison Avenue, you're apt to see one or more movie stars trying on hats. They have insouciance, these hats, but they're wise. "Crêpe Suzette," for one, is a tiny, folded black velvet pancake with a *chou* of gossamer veiling flirting before your eyes. Rose Saphire does these witching-hour hats extremely well, and is equally adept at handling feathers and felt. The black velvet Scotch cap, above, has a flick of a grosgrain quill, and is one of the youngest tailored velvet hats ever seen.... The famous Grace Ashley shirt-waist dress may not change its lines, but it changes its spots with this leopard-print crêpe. Find the Grace Ashley dress at 743 Fifth Avenue, in countless new colours and fabrics, including formal town crêpes, with jewelled leaf studs and clips. The leopard-print dress has cat's-eye studs, and costs about $30.



Joseph Fram, custom tailor, has moved from the Lexington Avenue address into spacious new quarters at 15 East Forty-Seventh Street. The beige walls and deep Burgundy carpet of the salon make a good background for the imported English tweeds. You expect to find English tweeds at this shop, because Mr. Fram, once identified with Fortnum and Mason tailoring, in New York, is known for his suits and coats with that crisp, assured British look. He also turns out smooth tailored suits, strictly town. Mr. Fram makes many of his own designs, is good at interpreting your ideas, and has a number of models imported from England. This shop will also remodel your fur coat.

Fashions for Girls, 27 East Eighty-First Street, devotes attention to clothes for the years between seven and sixteen. Daughters like the shop because there's nothing babyish about the clothes; because they have their own little dressing-rooms (like bath-houses by the sea); and because plenty of interest is given to party frocks. Mothers like the shop because of the good lines and simplicity in the clothes; because of the extra-deep hems; because of the slips and foundations designed with great care for growing figures. And because of the prices, which never exceed $40, even for well-tailored, fur-collared coats. A shop just for schoolgirls saves a lot of time.



NELSON

According to Paris, hand-bags are larger, alligator is more important than ever, and all the wood colours are smart. Which makes this huge Malaccatan alligator hand-bag just about right. Find it at Saks-Fifth Avenue, and carry it with your tweeds, or—more striking—with smooth, dark tailored woollens. About $45. The stubby little gloves are chic in inverse proportion to their length. These are the new extra-short Fownes gloves, with mocha back and capeskin palm. About $5, at James McCutcheon, in black. They are hand-sewn, with self-stitching or white. (Continued on page 170)



For Autumn Vacations

California "Cruise-Tours"

One Way by Sea—One Way by Land

Sailing Saturdays, Oct. 2, 16, 30, Nov. 13

From your home town to New York by rail, then a fortnight's sea voyage to California, and by rail again back to your home town. Or reverse this itinerary—sailing from California on alternate Saturdays. Wide choice of overland routes. Special combination rates.

Mexico "Cruise-Tours"

23 Days—All-Expenses

$380 up, 1st Class; $290 up, Tourist

Combination rail-water trips with 9½ days in Mexico. Rates cover Pullman, hotel and steamer accommodations, meals, special sightseeing trips, etc.

Special folder and complete details from your travel agent

Smooth Sailing

to CALIFORNIA and MEXICO

The "Big 3" Sunshine Route, year after year, is the most popular Coast-to-Coast voyage via Havana and the Panama Canal. For the "Big 3"—the *California, Pennsylvania* and *Virginia*—are modern 33,000 ton liners specially planned for this tropical service. Every room is an *outside* room with real beds—not berths. *Air-conditioned* dining rooms, outdoor pools, elevators—all add to your comfort. And you'll enjoy the homelike atmosphere of these comfortable ships—find friendly "Big 3" hospitality a very real feature, too.

En route, you visit colorful Havana, Panama and Acapulco—each one a tropical port of absorbing interest and beauty. And though "Big 3" liners have the fastest Coast-to-Coast schedules—you have plenty of time ashore so that you can do all your sightseeing and shopping without having to hurry.



"Flamingo Beach"—gay, tropical setting for all the swimming and suntanning you'll want to do. It is one of two outdoor pools on each ship. Here's Miss Sarah Slaughter of Atlanta about to take her morning dip.



Over seven acres of deck—some of it open and sunny, some of it shaded. And always a clear view of sparkling blue sea and tropical sky.



Air-cooling makes the dining rooms even more enjoyable. "Big 3" service is deft and thoughtful and you have a wide selection of food—every bit of it grand.



You have a good time—meet pleasant people. Deck games, first-run movies, dancing . . . there's always plenty to do. Or you can just loaf if you feel like it—as this group's doing here.

Panama Pacific Line

1 Broadway, New York; 216 N. Michigan Ave., Chicago; 665 Market St., San Francisco; 19 King Street, East, Toronto, Canada. *Offices in other principal cities*

To California, $225 up—and everything strictly first class. To Mexico, $195 up. Tourist Cabin rates from $125 and $105 respectively. These are special "off-season" rates, with a still further 25% reduction on round trips. (At some seasons, 1st Class rates are slightly higher, with a round trip reduction of 10%.)

Ask your TRAVEL AGENT for details



CLOTHES LAST LONGER WITH DRESS SHIELDS

You can ruin your new frock in an *hour—without dress shields!* Make a vow, now, *never again* to wear a dress or blouse without a Kleinert's *Bra-form.

First of all, you'll *look* better. Bra-forms are carefully fitted to give smooth high rounded lines to both slender and mature figures.

The dress shields are held in exactly the right position and no matter how much you exercise, your clothes will be safe not only from under-arm moisture but friction and harsh under-arm cosmetics, too.

Your favorite Notion Counter will gladly show you a variety of Bra-forms, from a dollar up, in all the popular brassière materials. Washed in a moment, always ready—without sewing—to wear with *any* dress. Also, Kleinert's sew-in Dress Shields from 25c a pair up.



Gem Royale
Kleinert's new and very de luxe boilable dress shields covered with extra fine, extra absorbent cotton fabric. 50¢ at good Notion Counters.

Guaranteed by GOOD HOUSEKEEPING AS ADVERTISED THEREIN

Kleinert's
*T.M REG U S PAT OFF.

Bra-form, illustrated above, of fine batiste, $1.25

TORONTO, CANADA . . . 485 FIFTH AVE., NEW YORK, N. Y. . . . LONDON, ENGLAND

SHOP-HOUND SHOWS THEM OFF



(Continued from page 168) Going the rounds from one smart shop to another, Shop-Hound discovered a mirrored coffee table—long, low, wide—about $45 at Hale's, 420 Madison Avenue...small, gleaming, lacquered cocktail trays, red or black, for about $4, at Yamanaka, 680 Fifth Avenue...and a gold-meshed evening sandal, fit for an Egyptian princess, at the Vanity Boot Shop; about $27.50.... The French Bootery has opened a Chicago shop, replica of their salmon-pink and white salon in New York.

The Crawford Shops, 740 Madison Avenue, which turn out impeccable maids' uniforms, suggest a dress cut on princesse lines. This, you see, provides a smooth foundation for the apron, with no unnecessary bulk. About $9.50 in moire; about $12.75, in Skinner's satin. Handsome dark colours or black. If you like the stamp of individuality on all household equipment, down to dusters and dish-cloths, the Crawford Shops will supply it. They also have thick, hand-made cotton bath-mats in white or solid colours—so smart that many people order them in large sizes, as rugs.

Here is the new fur jerkin to warm your heart. The front and back are of baronduki, most supple and striking of furs, set in knitted beige wool bands and sleeves. Excellent for country walks and autumn golf. Also very smart worn waistcoat fashion, with tweeds—waistcoats being the great thing in Paris, this year. Try black for best effect. About $30, at Peck and Peck; and Neiman-Marcus.



NELSON

Nina B. Price, 22 East Fifty-Sixth Street, is back from Europe with a trunkful of new ideas. These ideas are giving life and colour to her new collection, but the effects are more far-reaching than that. For Mrs. Price doesn't stop when she has designed a good dress. She is not content until she has made that dress just right for you—and, to get the effect, she is often quite likely to make a whole new design. Mrs. Price, fashion consultant, is interested in clothes in their relation to people—uses colour, fabric, line to discover new facets in personalities. She likes to go over the whole problem of your wardrobe, build it up so that you always have just the things you want. Put yourself in her hands, and she may make a new person of you—send you to be fitted to a new corset, suggest a new coiffure. Changing types is an idea that many people play with, and that few have the courage to carry through. Just for the fun, you might try.



"Cross Country" from Hanan, left, is a perfect shoe to wear with country tweeds. In brown or blue Bucko, with a contrasting saddle and a sturdy rubber sole; about $8.75. It's a shoe that will lure you into walking through the autumn woods and fields.... By way of contrast, there's a town pump at Hanan that conforms to the square lines shown in the Paris Collections. Square toe, square bow, high square heel. Very smart, and about $9.75, in dark cherry-red kidskin, to wear with suits.

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The introduction written by Richardson Wright, editor of House & Garden, is a scholarly appreciation of "Flower Prints and their Makers"—published here for the first time. The prints themselves represent the Golden Age of Flower Illustration (about 1680 to 1860) and were chosen not only as examples of the range of techniques used during this period, but more particularly for their graceful composition and exquisite colorings.

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NEW FURNITURE



Here you see a group of furniture before rejuvenation: a painted Louis XV. chair bound for discard; a mahogany desk without distinction; a Jacobean chair of unexciting oak; a girandole, good in line, distressing in finish; and a marble-topped table of too impressive proportions. But paint and pickling and persistence changed all this, making each piece worthy of a modern setting

THERE is a thick volume called *The American Girl's Handy-Book*, which, with its original 1880 illustrations, is still selling very well indeed. It tells you, among its endless suggestions, about building camp-fires and giving May parties, how to saw a row-boat in half and achieve a bookcase (which has an oddly modern look), and how to make a chair (its comfort is not emphasized) from an old barrel. And in the middle of this mine of information is a chapter entitled "A Heap of Rubbish and What to Do with It," probably the most diverting of all.

While our modern rubbish heaps are unlike those of the 'Eighties, we still follow, in our own way, the habit that was called "Making the Best of It." Your rubbish heap may be the top closet shelf holding that five yards of bargain chintz, a few battered lamp-bases, and Uncle Edward's old leather hat-box. Or perhaps you start without these supposed handicaps and a rather thin cheque-book to re-do a room or a flat.

Just to show how flexible decoration is these days, you can paint or un-paint with equal propriety. There seems to be no diminishing of blond or natural woods, but, on the other hand, a touch of paint or lacquer is a refreshing change in many rooms. We are getting away from white at last, and, on most furniture, this is a good thing, particularly for pieces with large surfaces that, in white, inevitably take on a hospital air. Try pale grey, pale yellow, or even pale pink, and then, of course, there is always black, which must have a highly polished finish.

Cabinets with great surfaces present problems that can be divertingly solved with painted decoration. In some cases, a decorative paper panel can be applied inside the painted moulding, or narrow borders applied in a panelled pattern. One of the most charming objects about town is the painted play-box that Jessie Leach Rector has made for her grandchild—a white-

FOR OLD



NYHOLM

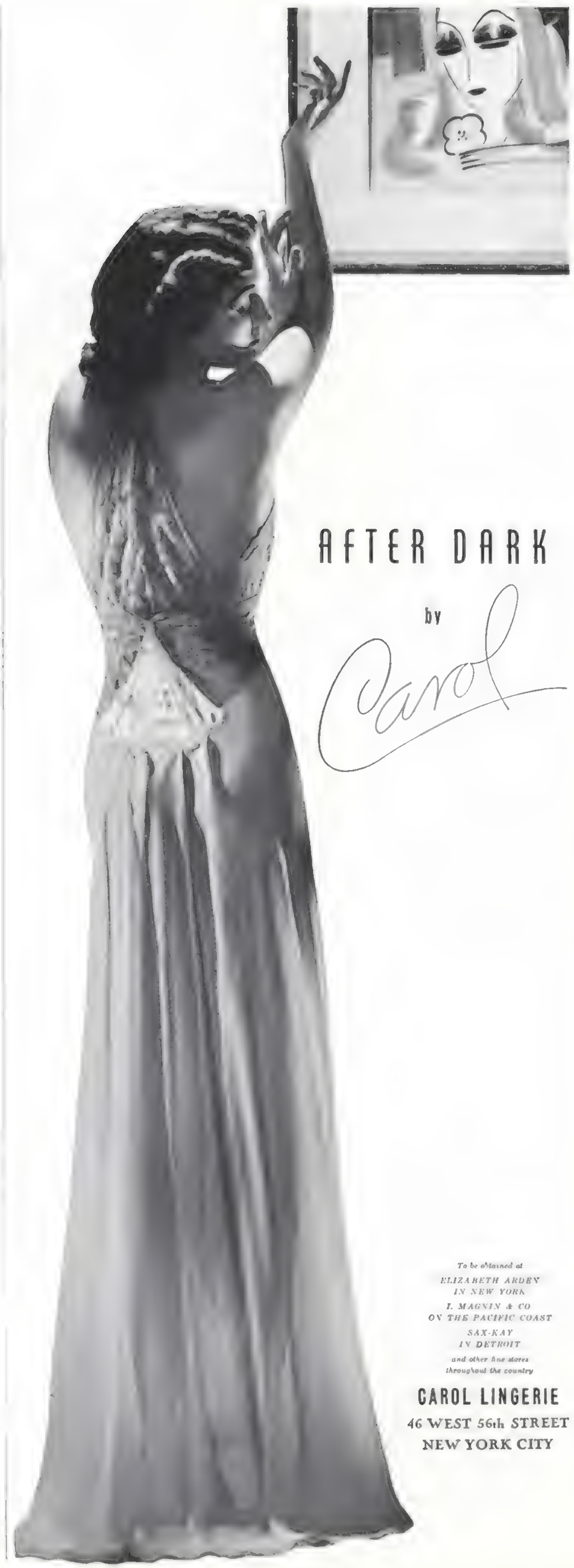
After rejuvenation, the flotsam and jetsam opposite, revived to new life. The Jacobean chair has its heavy lines lightened by three coats of pale grey paint. The girandole is stripped of its varnish and bleached. The table, cut in half, becomes two consoles painted antique-white. The desk is painted pale grey. And the Louis XV. chair, chipped of its gilt, is given a waxed finish

painted wooden trunk covered all over with innumerable (and often priceless) cut-out prints of animals, birds, and what-not. Flower prints can be used in this way in panels, scrap-book fashion, in the manner of Victorian screens.

In un-painting (bleaching) furniture, the important thing is to keep the final finish quite unpolished. This needs a really expert man who will restrain himself as to the amount of white or grey rubbed into the bleached wood, and certain woods, like pine, beech, or oak, are very much more satisfactory than others. Given the right sort of wood, this process really improves large surfaces, and is equally successful for delicately designed chairs and sofas. Old Victorian gilt chairs can have some gilt left on in narrow mouldings, and the rest reduced to the wood or only to the white gesso that is always found under the gilt. (And if you find yourself with the oval scrolled back only of an old chair, take it to Mr. Avet of the Flea Market, who will make it into a handsome mirror for you.)

A heavy old secretary, the kind with solid wood doors above, can be stripped of its stain and varnish; the wood panels of the doors taken out and painted wirework panels substituted—with miraculous effect. You can make a pair of delightful small tables out of a second-rate square what-not by having it cut directly in two. Doors can be contrived from an old paper screen, and an effective screen can be made of three or four narrow panelled doors.

If you have one of those old Brittany armoires, too large for a flat, take it apart and replace your own doors with its end panels. Use the armoire doors in a wide doorway, and there will probably be enough left over to assemble a very good carved mantelpiece. And retrieve the old leather hat-box, have it polished—brass lock, and all—, and use it for a waste-basket.





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NEW GAIETY IN PAPER AND CHINTZ



1. Beige-and-cream paper; Katzenbach and Warren
2. Gilt-and-white striped wall-paper; Katzenbach, Warren
3. Striped satin in gold, beige, cream; Pierre Dutel
4. Quilted chintz in green, grey, and white; Pierre Dutel
5. Upholstery percale, cream and crimson; Pierre Dutel

THOUGH we may not find the *Handy-Book* referred to on page 172 of much use when it comes to choosing modern papers and fabrics, there are plenty of new treatments and "What-to-do's" to be found at the New York decorating shops.

New wall-paper or paint must be the first essential in planning a room. There are tricks to be worked with these; paper borders and mouldings to be used with painted walls, or to surround figured paper panels on plain paper walls. There are the papers that simulate wood and marble (the ones that do not pretend to be real wood or marble are the best). And there is the increasing use of inexpensive printed fabrics, chintzes, or sateens, used like wall-paper, pasted directly on the wall. Mrs. Chalmers Wood has used one of these small-patterned sateens on the walls of her own bedroom, and the walls of Mrs. William Emmet's Victorian sitting-room are covered with a large-patterned one, white and green bouquets on a brown ground.

With all our old favourites in the way of fabrics revived in new and fresh colourings, the autumn shops are showing lots of new ones, and a decorator's life is made comparatively easy. You will have to call in your decorator to get any of the newest patterns, such as the beige, cream, and gold striped satin on this page. And among the others that you'll want in this classification are the flowered percale with cream and faint blue flowers on a crimson ground (number 5, above); the quilted chintz stitched around each leaf (this has grey-and-white leaves on a pale green ground), also shown above; and the soft grey linen with flowers outlined in cream (number 2, on page 176). All of these are good for both upholstery and curtains (even the quilted one).

Wall-papers, again, are largely the field of decorators; the new ones, especially, and the patterns shown here are as yet only in this specialized market. There is the brilliant black one shown on page 176, latticed with (Continued on page 176)

THE ROMANCE OF THE TARTAN

IT IS a cold heart—and certainly not a Scottish one—that does not stir as the kilt swings by. Through more centuries than history can count, the Scot has worn tartan. Long before the Romans came to Britain, the Celt was known for his chequered clothes, and the custom has persisted for well over two thousand years.

Curiously enough, in face of this tradition, the word "tartan" is a comparatively modern term. Your true Highlander knows nothing of the word; but speak to him of "breacan," and his eye will light up with proud memories of his ancestors who wore the plaid into battle behind the banners of Bonnie Prince Charlie. "Breacan" is true Gaelic; it means a speckled or chequered cloth, and the same word is used for salmon or trout.

It is interesting to trace the history of the tartan. At first it probably had no distinct pattern, or "sett," and the number of colours that might be worn in it was carefully regulated according to the rank of the wearer. Servants were allowed one colour only—no tartan, in effect; rent-paying farmers might wear two colours; officers were permitted three; and chieftains, five. More important than either of these were the Druids and poets, with six colours, and the King, with seven. The priest, when engaging in his holy office, might wear a robe with eight colours, as a sign that God's representative was superior even to the King.

The different patterns, or setts, of tartans, as a distinguishing mark of the clan or family, began to take form about the twelfth century, when the clan system grew up. Scotland (like England at that time) was a turbulent country, and when the King moved the seat of government from Scone to Dunfermline in the Lowlands, the Highlands were left to fend for themselves.

Almost every glen of the Highlands held its own community of people, bound to each other by ties of blood and loyalty. Under their own chief, chosen within the clan for superior courage and position, these communities organized themselves for their own protection. And if there was great loyalty within the glen, there was often great enmity without, and, in the many battles between glen and glen, it was necessary to distinguish friend from foe at sight. The sign of clanship was the tartan.

As the clans developed, the tartans increased, and many clans had more than one sett. First in importance came the chief's dress sett, worn by him and his family only, and in many cases worn to-day as the clan dress sett. Then came the clan tartan proper, worn by all its members and sometimes by those living in the district, whether they were of the original clan or not.

Those clans whose ordinary tartan was bright frequently adopted a dark-coloured hunting tartan. Thus, where his southern neighbour would go from sober colours into bright pink to hunt, the Scot reversed the process and wore blue or green to match his woodland background. Those clans, however, whose ordinary clan sett was dark, never had a special hunting tartan.

The women usually wore tartans of their own setting. These differed from the men's by being woven on a white ground, often of a finer quality of material—though a notable masculine tartan on a white ground is the Royal sett, the Stuart dress tartan. The Stuarts were great hunters, too, and their hunting tartan is in green and blue, crossed with red and yellow. From the original clan, many branches of the family spread out, each with its own tartan; during the centuries, the main branch sat on the Scottish and English thrones.

But the Stuarts were destined to be an unfortunate house, and through them Scotland was to suffer one of the bitterest hours of her existence. When Bonnie Prince Charlie unfurled his standard in Scotland in 1745, tartans of all hues and setts flocked to stand beside the Stuart tartan. But after Culloden and the defeat of his cause, the wearing of Highland dress was forbidden, under the severest penalties. The tartan, which had been the pride of Scotsmen for centuries, was to be no more, and any who were seen wearing it (Continued on page 177)



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NEW GAIETY IN PAPER AND CHINTZ



1. Striped upholstery satin in green and cream; Pierre Dutel
2. Linen flower-printed in grey and cream tones: Pierre Dutel
3. Black wall-paper with trellised ribbons and bright bouquets; Katzenbach and Warren
4. Mauve wall-paper with landscapes in pink, green, white; Katzenbach and Warren

(Continued from page 174) ribbons in shades of pink, with bouquets in pink, cream, green, and lilac. A mysterious mauve-purple paper (number 4, above) has little bouquets and landscapes in cream, pink, and green; and on page 174, a mauve-brown paper, "Forest Moss," is patterned in beige and cream. And note the striped one (number 2, page 174) with close, narrow lines of gilt, making the effect of wide stripes on the wall; this is really a trend, which will have endless variations before the season is out.

Linoleum floors are an old story, and a good one, and there is no limit to the variety of patterns and treatment. Rather newer are the rubber tiles laid in square blocks—all in one colour, rather than alternate dark and light squares. For bedrooms, there is fragrant straw matting, over which soft small rugs are laid. And a more colourful substitute is the felt-stretched floor, edged with fringe if you like to be Victorian about things.

Or you can always paint your floor white and add a painted border or all-over pattern, if you can restrain yourself about the patterns in the fabrics you use. With this sort of floor, plain white batiste curtains will give you a charmingly fresh effect, or you can use one of the embroidered muslins that once were made into summer dresses. There are several new block-printed muslins with brightly coloured (and washable) flowers scattered over white backgrounds. If you have curtains of plain coloured linen, have them box-pleated for a change, under a flat valance. Or for a more important room, have made (or make yourself) borders with a quilted pattern. All these are effective made up in the simplest materials that you can find.

RETURN OF THE SLIP-COVER

Slip-covers are fast becoming universal, because they can be so easily cleaned and because they give a room such a comfortable look. Heavy fabrics are the most satisfactory, but they need not be expensive. There is a heavy cream coloured shade-cloth that tailors beautifully, and, with coloured fringes along the seams is effective in almost any room. And ticking, carefully chosen, is still one of the best of the slip-cover fabrics.

THE ROMANCE OF THE TARTAN

(Continued from page 175) were to be shot on sight.

Nothing could have pierced the heart of Scotland so deeply. To the Scot, the tartan and kilt were of the stuff of Scotland itself, symbols of a pride of family and race that burned all the more fiercely for being unspoken. For over thirty years, the cruel Act remained in force, and, by the time it was repealed, many of those who held the secret of the dyeing and weaving of the tartan had passed away. Setts had been forgotten; measuring-sticks had been lost. Much of the confusion that still exists concerning certain of the tartans dates from this time. Setts were lost and made up again from memory, and when by chance the original pattern was found, there were two versions in existence.

Before 1747, the making of tartan was a wide-spread Highland industry. The wool was spun and dyed by the women—dyed from essences made from the plants and flowers of the hills, as it is even to-day in some districts. Yellow was obtained from the crab-apple tree, or from bracken root; green from ripe privet berries, mixed with salt; magenta, curiously enough, from the dandelion; violet from the watercress, while purple came from a lichen called cudbear.

The distinguishing setts were woven from patterns marked out exactly in threads on measuring-sticks, and great care was taken to preserve the sett exactly right. The men of the clan made up the kilts, the hose, and the brogues, while the smith would beat out the ornamental brooches, sporran-tops, and dirks.

The tartan, however, did come back, and the royal approval was given to Highland dress by Queen Victoria's adoption of the Royal Stuart. She even introduced a new tartan, designed by the Prince Consort and named after her Scottish castle, Balmoral. This, with its grey background, and faint mauve, black, and crimson sett, was a great favourite with the Queen.

Pictures of Bonnie Prince Charlie show the way in which the tartan plaid and kilt were worn originally. Plaid and kilt were made in one, the kilt pleated and belted round the waist, the outside folds caught back and folded up over the left shoulder, to be fastened with a brooch. Thus, the arms were left free, but the plaid could be undone to form a warm covering for the body.

This type of costume, with its short free skirt and its extra covering, was particularly suitable for a people whose lives were spent in rocky glens, often sleeping in the open. In the earliest days, a saffron shirt was a recognized part of the national costume, but later the coat and waistcoat, of silk, homespun, tweed, or velvet, took its place. Stockings, usually in tartan, shoes with rough hair outside, and a cap with a crest completed the costume.

When the Highland dress appeared again after the ban, the short kilt, with separate plaid, as worn to-day, took the place of the belted plaid. Even now, full Highland dress includes the jewelled dirk, with knife and fork stuck in its sheath, and the *scian du*, the dagger, stuck in the right stocking.

While some of the tartans go back into the mists of history, others are of comparatively modern devising. The famous Black Watch Regiment took its name from its tartan, the sett of which is so dark that it looks almost black. It was originally a neutral tartan, specially designed for this Regiment, but it has been adopted by the Campbells as a clan tartan, and the Monros and the Grants as a hunting tartan.

The most "lively" tartan derived from the Black Watch is, however, the Gordon tartan. In 1794, the then Duke of Gordon wanted a distinctive tartan for the Highland Regiment (the Gordon Highlanders) he had just raised—with practical assistance from his Duchess, who offered a kiss to every young man who would join it. His heir, the Marquis of Huntly, being in the Black Watch, the Duke took that tartan and had a yellow stripe run through it, to make it "lively," as the weavers said. More lively still, however, was the irrepressible Duchess, who had the new tartan woven in silk and wore it at all the routs. J. ELISE GORDON



For the casual side of town life, this two-piece suit gives you a decided outlook for fall, making you feel very young and very modern. Its simple elegance depends mainly upon its fabric, giving the whole costume a vigor and newness you'll adore, even for wear under your coat when the cold days come.

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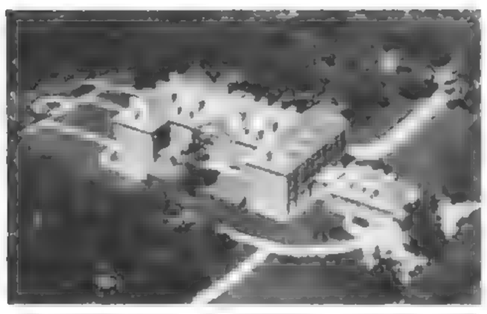
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FINDS OF THE FORTNIGHT



NELSON

SHOPS IN OTHER CITIES HAVE THESE MODELS

Left: The line-straight reefer has lapels and pocket flaps of Persian lamb; the dress has a waistcoat top. Both are of black Lorraine wool. Under $100. Antelope hat, Best; Neiman-Marcus. Right: A deep Tuxedo collar of skunk borders this coat, worn with a high-necked dress. Both of Forstmann wool, in contrasting colours. About $175. Felt tiara. Altman; Marshall Field

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from the Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or the end of every letter.

(2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(4) As there is no shopping service connected with Vogue, no shopping commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

Miss D. P.: Will you be kind enough to settle once and for all a question that is constantly coming up? Do you answer an invitation that is written on a visiting-card when there is no R.S.V.P., and, if so, how do you answer it?

Ans.: There is, of course, no necessity for an answer to the visiting-card invitation (Continued on page 196)

VOYAGE TO INDIA

By the Grand Duchess Marie of Russia

I AM engaged in floating from one continent to the other on my way to India. For the moment I am suspended in blue space; the fate of the world is no concern of mine. I hardly know what day of the week or what date it is. Only echoes of news reach me, a few brief sentences that sparkle across the ether to be caught by the boat's antenna. My life is held within a floating nutshell, its interests limited to the weather and to the faces and activities of my fellow passengers.

But this small world has nevertheless only the horizon for a boundary; it contains all the tantalizing possibilities of the recorded and unrecorded human experience of all ages. And this nutshell holds all the elements of a much vaster universe. The boat is a Noah's ark, filled with the most varied specimens of humanity. Every race is represented; there are people of every creed and colour, belonging to every stratum of society.

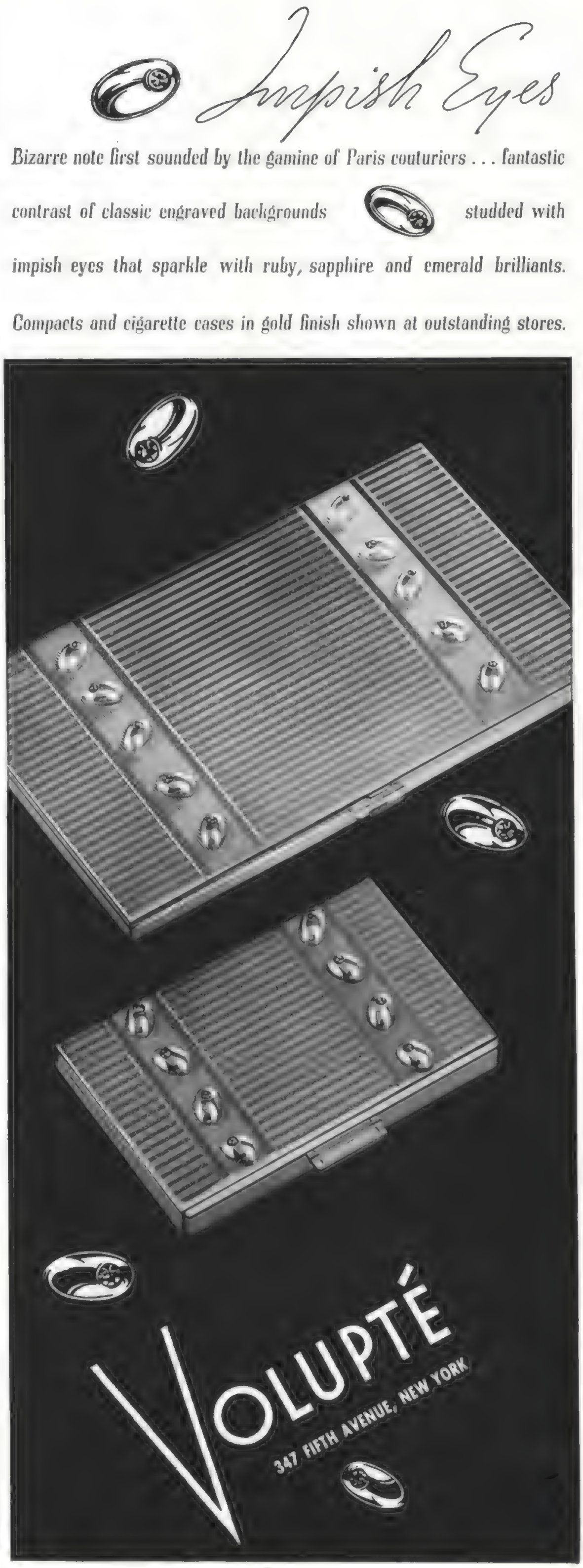
Not far from my table is the one occupied by the Apostolic Delegate to India. He is small, with a ruddy face. His companions are in black, monkish habits, with the symbol of the Sacred Heart embroidered in white on the left side.

Beside the Apostolic Delegate's table sits the Maharaja of Cutch, a wise-looking and benign old gentleman of seventy. All his life he has been a passionate huntsman, as well as a lover of Nature, a student of natural history, and an authority on the flora and fauna of his country. At his table sits Mr. Rushbrook Williams, an Englishman who for the last twenty-odd years has been official adviser to the Indian Princes in their relations with the British Government. He spends his entire time moving from one state, where there is a problem to be solved, to the next.

At another table further off sits a very small man with a weather-beaten face, and lines around his eyes as if he were in the habit of screwing them up to look at the sun. He is so short that when he sits on a chair his feet do not reach the floor. This little man is Steve Donoghue, the world-famous jockey, and the only man to have ridden six Derby winners. Now he is fifty-two, and a grandfather, but he still rides an average of eight hundred races a year; he has ridden every horse of any importance and knows every race-course in the world. He has been first at the post more than twenty-five hundred times, and is the only jockey in history to have won the "Golden Spurs," a trophy instituted at the same time as the Derby for the rider who wins it three times running.

There is a table occupied by a family of Parsees, several women and one or two men. The Parsees, people of Persian extraction, are the business men of India. Their women are not veiled, but wear native Hindu dress—the women saris, the men long, buttoned-down-the-front coats and tight-fitting trousers. They all have muddy complexions; the women's features are heavy, and they are small and badly proportioned. With their saris, they generally wear the cheapest kind of European woollen sweaters.

A tall, good-looking young Chinaman is on board with his wife, a beautiful Javanese girl with a delicious, flower-like face and warm-coloured skin. She seldom speaks, and her smile is slightly enigmatic. In the evening she appears in Parisian gowns, or in the straight, tight-fitting dress of a Chinese lady, or in the Indian sari. All costumes become her equally well. There is an exotic glamour about her that attracts every one; something that makes one think of strange and romantic places where Oriental and Western life meet and blend, where daring intrigues are spun, where existence is equivocal and precarious. The rumour on the boat says that the couple are on their honeymoon; but this theory is exploded when they tell us that they have two children, one of whom is eleven years old. It is, according to them, their fate always to be taken (Continued on page 192)





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AUTUMN INDISPENSABLES

College girl or business woman, one knitted dress is an autumn necessity. Lampl designs this two-piece dress in a classic black and white, with a row of buttons lined up to pull the white stripes together. Martha West



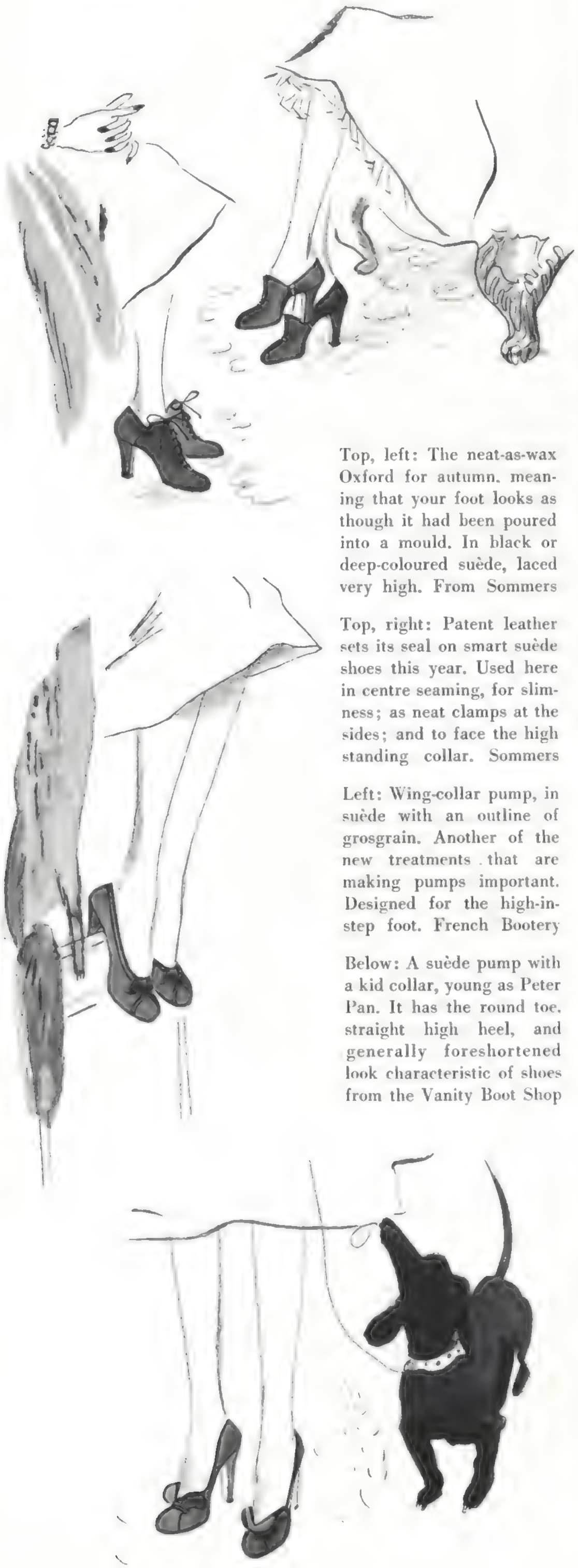


Garnish your wardrobe for September with this Lampl knitted dress of all wool chenille yarn. Wear it alone now, later under a top-coat for brisk weather. A self-stripe of the material zigzags down both sides of the buttoned front closing. Bloomingdale



Here is one of those casual top-coats that have become an indispensable autumn classic. This one is single-breasted in a natural-coloured Shagmoor alpaca that defies wrinkles. The squared-back detail accents the generous shoulders. James McCreery

RIGHT FROM THE START



Top, left: The neat-as-wax Oxford for autumn, meaning that your foot looks as though it had been poured into a mould. In black or deep-coloured suède, laced very high. From Sommers

Top, right: Patent leather sets its seal on smart suède shoes this year. Used here in centre seaming, for slimness; as neat clamps at the sides; and to face the high standing collar. Sommers

Left: Wing-collar pump, in suède with an outline of grosgrain. Another of the new treatments that are making pumps important. Designed for the high-instep foot. French Bootery

Below: A suède pump with a kid collar, young as Peter Pan. It has the round toe, straight high heel, and generally foreshortened look characteristic of shoes from the Vanity Boot Shop



APPROVED
AMERICAN HAIR DESIGN INSTITUTE
AMERICAN HAIR STYLES FOR AMERICAN WOMEN

Here are the hairstyles selected by a distinguished committee as the three outstanding coiffure creations for Fall, 1937. They were chosen by Miss Fay Wray, famous motion picture star, Miss Kay Silvers, Fashion Editor of Mademoiselle, and Charles LeMaire, noted dress and theatrical designer, from the newest designs submitted by members of the American Hair Design Institute throughout the country.

The beauty Salons at the stores listed below have joined with the American Hair Design Institute in furthering the ideal of "American Hair Styles for American Women."





"HEAD-LINE" NEWS . . .

from the American Hair Design Institute

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Baltimore, Md.....Stewart & Company
Brooklyn, N. Y. Frederick Loeser & Co.
Buffalo, N. Y.....J. N. Adam & Co.
Chicago, Ill. .. Carson Pirie Scott & Co.
Cleveland, Ohio.....Higbee Co.
Cleveland, Ohio....The May Company
Cincinnati, Ohio, The H. & S. Pogue Co.
Dallas, Texas.....Volk Bros.
Denver, Colo.....Denver D. G. Co.
Denver, Colo.....The May Company
Detroit, Mich...The J. L. Hudson Co.
Garden City, L. I.
Frederick Loeser & Co.
Greenwich, Conn.
Franklin Simon & Co.
Hartford, Conn.....G. Fox & Co.
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Indianapolis, Ind.....L. S. Ayres & Co.
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Worcester, Mass.....Gross Strauss Co.

FIRST FOUNDATIONS



For the silhouette with a draped, moulded bodice: Formfit's all-in-one of satin with "Lastex" yarn (left) with a stitched lace brassière. Bonwit Teller. Right, a Vassar model woven with "Lastex," with a high bust-line. Saks-Fifth Avenue

For the princesse silhouette, requiring a long, unbroken sweep of line, an absolute minimum of waist: This Hickory step-in of power net, with panels of satin with "Lastex." The seams are faggoted; the garters are "Inviz-a-Grips." Franklin Simon

For the corselet evening silhouette: A Poirette foundation (left) of hand-loomed elastic, with a lace uplift brassière. Right, a Bien Jolie all-in-one of heavy satin, with panels of matching satin with "Darleen." Both from Saks-Fifth Avenue





SILHOUETTE STORY



For the draped evening silhouette: An elastic-sided batiste foundation, left, with a lace-topped brassière. Altman. Right, an "Artist's Model" of heavy satin and fine lace, with panels of imported French elastic. From Lord and Taylor

For the princesse evening silhouette, this "Intimo" foundation is of black satin and "Tric-o-lastic," with a stitched, divided brassière, a smooth line through the hips. It's a semi-step-in, Talon-fastened in back. Lord and Taylor

For the corselet day silhouette, Carter's slim all-in-one with knitted-in diaphragm control, and a front panel of satin with "Lastex." Franklin Simon. Right, a girdle and brassière of gaily flowered satin and satin "Filatex." Saks-Fifth Avenue





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Side buttons, side pleats all around skirt, and side buckle, constitute a refreshing new angle on this sports frock. Designed by Tilly Schanzer, of classic Lorraine wool faille crepe, it comes in dark green, wine, copper, brown, navy, royal and black, with contrasting color scarf. Sizes 11-17 and 12-20. Attractive on the side of price also . . . $17.95.

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Mr. Seymour Leslie, author of this article, who was in charge of the arrangements for the Zoo Ball, in aid of Queen Charlotte's Hospital

CHARITY BEGINS AT THE ZOO

(Continued from page 105) discreet office machinery turns out very brief, but glowing invitations "to join us" and "just look" at the enclosure, a drawing by a witty Vogue artist, with the date and no names. We in London have an anxious time with the titles. Mary Rushbrooke's secretary quickly guesses that "the Rt. Hon. the Lady Mary Rushbrooke, J. P." is a circular. The title is correct, but not right, too formal for a social note. And those new Honours and titles, not yet in the directories, the divorces, the remarriages!

One of the strongest factors in social life is curiosity. So our committee, perhaps a third of its full number, met weekly at one of the young chairmen's new houses—every one likes to see a new house. Our London apartments seldom display a room where seventy can sit comfortably. The first meeting was held in Viscountess Ratendone's newly built "Regency" house, where we descended to the large party-room with bar, running the length of the house and giving onto the garden.

The second meeting was held at Lady Grenfell's—she is the daughter of Mrs. Piers Legh—in Oxford Square, where we found the more conventional L-shaped London first-floor drawing-room, with cocktails and the butler announcing on the half-landing. The third at Lady Gloria Fisher's in the same type of room in Belgravian Eaton Place. She is leaving the room "unfurnished" as being better for parties and meetings.



RAWLINGS

At Lady Gloria Fisher's house, refreshments stand ready on a side table while the Zoo Ball committee meeting rages. Placards like this were plastered all over London for weeks



Cards from Mr. Leslie's addressograph and index file, full of the names of possible patrons and patronesses for the ball at the London Zoo

The members of the Committee, lovely young things like birds of paradise, arrived at noon, driving their town cars. A hand-shake, a drink, a burst of talk, as set greeted set, and we raced through the agenda. In thirty minutes, they were speeding away to other engagements. The days of overearnest speeches from the chair are past. No more appeals from the chair. "Any more donations, ladies?" followed by a dreadful silence. But we find these leaders of fashion more generously practical, more determined in a good cause than one remembers a few years ago.

Each meeting must have some amusing or important business to justify it. At one, London's best band was ordered, and it was agreed that Paramount take a newsreel of the dancers in the great outdoor ballroom (very white tie, of course). At another, bath-chairs were ordered—our young friends' escorts were to push them.

A well-sponsored program, which no one could read in the dark, rain insurance (at 13%), loud-speakers for lost guests, and very odd animal side-shows were decided upon. Also batteries of sun-arcs contrasting with usefully dim paths, covered ways in case of storm, and champagne bars to provide first aid at the entrance....

Financially we were moderate—charging but nine dollars for supper, and having the champagne as an extra. We painlessly cleared a good many thousand dollars, but, as the last car drove away and we were left in the empty Zoo, amid the ghosts of the dancers, forlorn as the showman in "Petrushka," a dreadful thought assailed us. That ball next December! *It's got to be different*....



RAWLINGS

Mr. Seymour Leslie, in line of duty as chairman of the Zoo Ball for Queen Charlotte's Maternity Hospital, addresses an assemblage of rather distrait-looking committee members



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IF YOUR CITY IS NOT LISTED, WRITE "LEIGHTON", WEST 39TH STREET, NEW YORK

WOMAN OF THE WORLD

(Continued from page 79) beaver (on page 81), or Paquin's full-length wrap-around evening coat of mink, or Maggy Rouff's collarless ermine bathrobe one, which are guaranteed to bring the green-eyed monster into any rival's eyes.

Paquin's hooded black pailletted evening cape, sinister and glittering; any of Vionnet's daring décolletages, if you have the figure; one of Schiaparelli's fur funnel hats, shown on page 109; or any of Vionnet's very short fur boleros, with full sleeves, that give you toreador shoulders and minute hips.

What sort of figure should I have to be smart?

Absolutely essential—a noticeably high, rounded bust, a very flat diaphragm, a Fritzi Scheff waist, and rounded, but small, hips. This sounds a little idealistic—and is. Chanel, Schiaparelli, Mainbocher, all the dressmakers, have built their hopes and their clothes on this general outline, and you might consult your *masseuse* and physical-culture instructor about fitting into it.

What shall I live in for day this winter?

A full-length fabric or fur topcoat—the long coat has come back with a bang. If you choose a fabric one, see that there is lots of fur trimming, like the Paquin model on page 106; huge rippled collars are newest, particularly in blue or grey or black fox, or twisted marten skins, if you follow Schiaparelli's extravagant advice. If you go in for fur banding, Alaska Sealskin or Hudson seal or Persian lamb are good. Your coat can fit in at the waist with a slight flare in the skirt, or it can hang straight and loose in Vionnet's fashion, shown on page 78. There are also fur-and-fabric combinations that you should look into; Heim's fur-backed, woollen-fronted coats (in September 1 Vogue, page 88), Lanvin's astrakhan or grey lamb ones with fabric panels in front, Piguet's baby-seal bodice and woollen skirt—all warm and practical and smart.

If you prefer all fur, there are plenty of new ideas around—expensive and inexpensive; Lelong's wild sheep, dyed like nutria—you can see it on page 80—is one of the best inexpensive ones. Lanvin's full-length black fox coat is divine, and not too ruinous. Schiaparelli's dyed moleskin is good, and her wine-coloured *bervitsky* (Russian for woolly sheepskin), shown on page 96, is amusing.

What shall I wear under a coat?

Under coats, you will wear a furless suit with a double-breasted jacket, from Creed; a side-buttoned one from Schiaparelli; a finger-tip, tube-like jacket from Mainbocher; a bolero with a triangular fastening from Chanel. Or you will wear a wool dress: Mainbocher's beltless one, sweater fitted, with a slight bustle fulness in the back of the skirt. Maggy Rouff's sweater-like, two-piece dresses with the long bodices shirred at the side seams. Molyneux's beltless dresses shirred at the side or front seams (page 92). Your silk dress should have all the interest from the waist up—forget about skirts, for they remain short and straightish for the most part. Necks are high, sleeves generally straight—although Chanel, Alix, and Vionnet occasionally make a tiered puffed sleeve reminiscent of Henry VIII.

Until it gets too cold, you will want to live in a fur-trimmed suit. Schiaparelli's short jacket one (page 109) with a black fox collar tied with a purple bow, or her black one with an Alaska Sealskin back and a wool front. Paquin's duvetine-surfaced wool with a huge blue fox collar and peplum. Lanvin's fur-vested or fur-banded suits. Molyneux's tube-like suits with stand-up Directoire collars of fur—covering all but your eyes (page 108).

What will be my big drama for evening?

We've already told you what will please the men—what more drama do you want? We might add Lanvin's Scheherazade dress of gold lamé with a hip-length bodice (September 1, page 78), or Schiaparelli's Persian Prince jacket of purple wool, gold-embroidered, worn over a black dress; or her dresses with sarong sashes tying in front and hanging in panels. (You'll see both of these in our October 1 issue.) Or Alix's Egyptian dress of zigzag stripes in purple and green (page 86). Or Patou's green wool sweater bordered with sable, worn over a ruby velvet skirt (this will be in October 1). Or Mainbocher's black tulles with sequinned peacock-tail or fireworks on the skirts (page 83). Or Piguet's twisted jersey dresses with no shoulder-straps.



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WOMAN OF THE WORLD

What shall I wear for dinner?

Black, black, black. Chanel's black crêpe with the naked décolletage and long laced sleeves (page 91). Any one of a dozen Molyneux blacks—one with a wide pailletted band through the waist, another with pailletted sleeves, another with a broadcloth jacket zipped up in front—all worn with big Boldini hats. Or go to Mainbocher for a hip-length sequinned sweater over a black satin skirt (page 118), or a hooded broadcloth jacket ensemble (page 113). Or to Alix for a black silk jersey dress with a bodice draped over one bust only, worn with a coat to match that has a peplum of Persian lamb (page 110). To Schiaparelli for a black wool ensemble with the jacket embroidered in gold. To Maggy Rouff for a black satin dress with a high boned collar, no sleeves, and pailletted violets embroidered on the shoulder and on a tiny muff (page 128). And no dinner ensemble is complete without a hat or a head-dress.

What shall I buy in sheer extravagance?

Mainbocher's sleeveless housecoat of something that looks like chinchilla, worn over a pink chiffon pleated slip. Schiaparelli's most lavishly embroidered velvet jackets to wear over pyjamas. Chanel's bolero of navy-blue clipped ostrich. Alix's fabulous brocaded lamé evening coat or her incredible loops of silver fox that you drape around the hips of a plain dress so that it suddenly looks as if it were a suit —don't ask us how! Lelong's black wool coat with the entire front plastered with silver fox (page 107).

What colours shall I wear?

Black for day, if you want to stay on the safe side. If you're devoted to Schiaparelli or Vionnet, you will scream loudly for purple. Schiaparelli will give it to you in coats or suits lined with pink and turquoise plaid wool. You can get plenty of "shocking-pink" from her, too—skirts of it combined with plaid jackets (page 95). Mind you, all this is applied to spectator sports, and not the Colony Restaurant.

Vionnet, however, would send you anywhere in a bright green coat trimmed with very blue blue fox, worn over a purple dress—and it's divine. (You'll see this in the October 1 issue.) Another good combination is a rust coat, banded with Alaska Sealskin, worn over a bright green dress. Mainbocher and Alix show an unusual amount of navy-blue for this time of year, and rust shades run through all the Collections. If you yearn for brown, choose a shade with a purple or black cast to it. It is not a black, black year—but you know that black always wins.

For evening, we still think black, white, gold, or silver look the smartest, although (Continued on page 188)



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The slimmer the coat, the smarter the woman this season. And you'll find that a quality lining has much to do with the slim fit of any coat. Lady Pepperell linings of CROWN RAYON with the certification of CROWN TESTED QUALITY assure you of new satisfaction in linings... supple yet sturdy, firm at the seams and smooth to slip into. Remember to look for Lady Pepperell linings in your fall coat and suit and you'll be able to forget all about lining troubles.

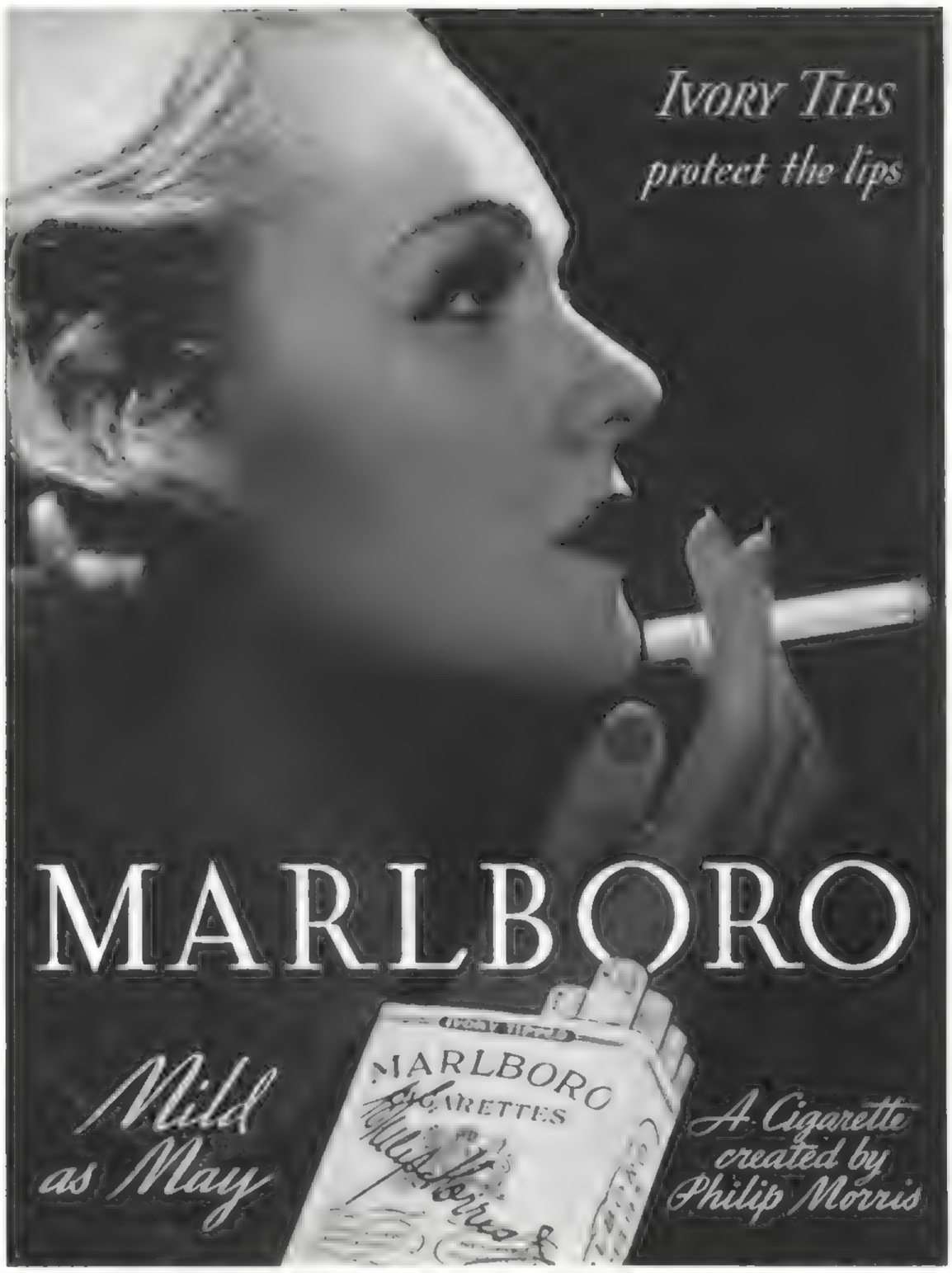
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AMERICAN VISCOSE CORPORATION

World's Largest Producer of Rayon

200 MADISON AVENUE, NEW YORK CITY

"A FABRIC CREATED OF CROWN RAYON...IT'S TESTED!"



WOMAN OF THE WORLD

(Continued from page 187) there are plenty of other colours to tempt you. Schiaparelli puts before you pink or turquoise or purple. Alix combines wine and green, or green and purple. Maggy Rouff uses candy-pink (there's a lot of that around); Patou, ruby velvet with sable; Vionnet, royal-purple, or purple lined with tomato-red; Lanvin, tomato-red or royal-blue; Chanel, navy-blue with light blue (you'll see this in October 1); or black combined with pink or red. Molyneux has his beautiful Dérain-green (page 88) and lemon-yellow and pearl-grey (page 89); Mainbocher, his damask-red and his passion-red—the latter with a suspiciously yellow cast.

What fabrics are the best?

For day coats, fabrics with duvetine surfaces—definitely. Vionnet uses duvetine constantly; so does Paquin. For dresses, wool jersey or soft kasha-like fabrics—the type that drapes well; also silk jersey, fantasy and *cloqué* crêpes, and velvet.

For evening, the softest, richest velvets—even old-fashioned cut velvet is used by Chanel and Vionnet; much lamé (Vionnet has a gold lamé that looks like wickerwork); net, heavy satin, faille, silk jersey, broadcloth, and light-weight wool. There are dozens of dresses made of ribbon—Chanel has a brown net one entirely covered with yards of narrow candy-box ribbon (page 137). And lace is forever with us—Lelong has a beautiful brown lace over white satin; Patou, a black lace with velvet.

What shall I buy for pure fancy?

A dozen silly amusing things from Schiaparelli: a pair of gold cupid clips or angel heads with diamond wings; a hand-bag that looks like a lantern or a life-buoy or a binocular case; a Dali-inspired hat that looks exactly like a high-heeled shoe; a pair of gloves with every finger a different colour. (Most of these are shown on pages 98 and 99.)

From Chanel, an evening head-dress with a vizor of horsehair mesh and silly multicoloured plumes standing in the air—like a Sicilian horse's hat. From Molyneux, an evening coiffure of loops of velvet ribbon worn over the brow. From Maggy Rouff, a velvet dog-collar and a tiny velvet muff embroidered with paillettes. From Mainbocher, a black tulle veil with sequin eyebrows or beauty-spots (page 83), or an English baby-bonnet head-dress of black dotted net. From Lanvin, long silk tights to wear under a transparent dinner-dress. Capulet hoods from Heim, Vionnet, Paquin, Mainbocher—for sports, day, or evening.

What hats shall I wear?

You may go in for a funnel hat—one of Schiaparelli's erratic funnels of felt or fur, (Continued on page 191)

Fall "Bonnet" of Felt



A young hat and a becoming one, this very new Poke Bonnet of ours. It sits blithely on the head, sweeps its crown to a squared peak and frames the face with fetching squared-off brim. This is another of our series of famous Top-Notchers—made of that equally famous 3-Star Mallory Felt that wears as though it had a charmed life. Black, brown . . . and a mere $5.

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It's a FOWNES . . . that's all you need to know about a glove

SOCIETY

WEDDINGS

(Continued from page 71)

LOUISVILLE

Burke-Hanlon—On August 17, in the Church of Saint Vincent Ferrer, New York, Mr. Frank D. Burke, son of the late Mr. and Mrs. John D. Burke, and Miss Mary Long Hanlon, of Louisville, Kentucky, daughter of the late Mr. and Mrs. Patrick James Hanlon.

MILWAUKEE

Hewlett-Pierce—On August 3, in All Saints Episcopal Church, Beverly Hills, California, Mr. Roger Sanderson Hewlett, son of Mr. James Monroe Hewlett, of Lawrence, Long Island, and Miss Kathryn Charlotte Pierce, daughter of Mr. and Mrs. Frank R. Pierce, of Milwaukee, Wisconsin.

NANTUCKET

Wendell-Mitchell—On July 29, at "Brant Point," Nantucket, Massachusetts, Mr. Barrett Wendell, third, son of Mr. and Mrs. Barrett Wendell, of Chicago, Illinois, and Miss Margaret Mitchell, daughter of Mr. and Mrs. Leeds Mitchell, of Chicago and Nantucket.

NEW HAVEN

Green-Hall—On August 3, in Dwight Memorial Chapel of Yale University, Mr. James Frederick Green, son of Mr. John Frederick Green, of Kansas City, Missouri, and Miss Henrietta Throop Hall, daughter of Mrs. Henry Throop Hall, of New Haven, Connecticut.

NEWPORT

O'Connell-Elliot—On August 28, Mr. J. Harlin O'Connell, son of Mr. and Mrs. Daniel O'Connell, of New York, and Mrs. Giraud Foster Elliot, daughter of Mrs. Frederic P. Sands, of New York.

White-Willard—On August 9, Captain James C. White, U. S. A., son of the late Alexander Blair White and Mrs. White, of Fort Wayne, Indiana, and Miss Natalie Willard, daughter of the late Colonel Joseph H. Willard.

WEDDINGS

PHILADELPHIA

Coulson-Lippincott—On August 4, in All Saints Church, Wynnewood, Pennsylvania, Mr. William Hamilton Coulson, son of Mr. William Coulson, of Durham, England, and Miss Elizabeth Schuyler Lippincott, daughter of the late Mr. and Mrs. Walter H. Lippincott.

PROVIDENCE

Crosby-Powel—On September 2, at East Greenwich, Rhode Island, Mr. Edward Gifford Crosby and Miss Elisabeth Otis Powel, daughter of Mr. and Mrs. Samuel Powel, of Providence, Rhode Island.

SAN ANTONIO

Peavy-Terrell—On July 23, Dr. Daniel C. Peavy, son of Mr. and Mrs. Charles D. Peavy, of Cuero, Texas, and Miss Mary Terrell, daughter of Mr. Marshall Terrell, of San Antonio, Texas.

SANTA BARBARA

Hunter-Renshaw—On September 4, Mr. Phelps Stokes Hunter, son of Mr. and Mrs. Robert Hunter, of Montecito, California, and Miss Lilla Price Renshaw, daughter of Mrs. Joseph G. Coleman, junior, of Santa Barbara, California, and the late Howard Price Renshaw.

SPOKANE

Scaler-Dessert—On July 24, in Saint Aloysius Cathedral, Mr. Natale Michael Scaler, son of Mr. and Mrs. Michael Scaler, and Miss Marilu Dessert, daughter of Mr. and Mrs. Victor Dessert.

WEST HARTFORD

Bitter-Chandler—On September 11, Mr. Jack T. F. Bitter, son of Mr. and Mrs. Howard A. Bitter, and Miss Olive A. Chandler, daughter of Mr. and Mrs. George A. Chandler.

"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"



YOURS to be lovely in! Lines of grace with new silhouette-making sleeves and flowing sash. Ultimate fabric loveliness in "More-News" jacquard crepe of SEACETA and CROWN the NEW Rayons of Fashion. 16-44. Priced about $30.

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Reg. & Pat. App. for

Even though youthfully firm, heavier-than-average breasts are especially susceptible to premature "breaking down." "Allo" was created to safeguard these heavier bosoms and also to give them the well-defined, well-uplifted and well-separated contours demanded by current fashions. "Allo" may be selected in bandeau style or with 3- or 6-inch diaphragm band—$1.00 to $3.50

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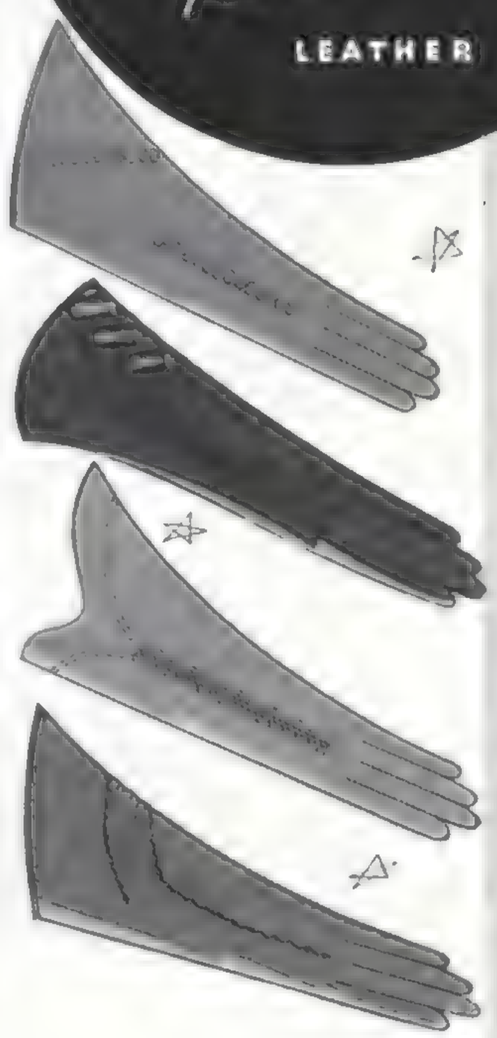
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LEATHER





Only master craftsmen, employing their skill on the finest selected skins could achieve these happy qualities for which smart women everywhere prize gloves of *KinKid* Leather! Look for the familiar *KinKid* Leather trademark in the season's loveliest gloves.

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House & Garden presents its Home-Building Double Number for September..with a separately bound, 76-page Portfolio of Prize-Winning Houses

Complete with the architects' plans, photographs, elevations, construction costs and other essential building data



Are you planning to build a new home? Do you anticipate remodeling your present one? Then by all means avail yourself of the opportunity to have as your guide House & Garden's remarkable new Portfolio of houses. Not only does this unique collection contain all of the prize-winning entries in House & Garden's First Annual Architects' Competition, but it includes the "honorable mention" houses and a score of other distinguished homes submitted by leading architects from every section of the country • • An eminent jury, composed of David Adler, of Chicago, and Harrie T. Lindeberg and Allmon B. Fordyce, of New York, joined with the editors of House & Garden in selecting the award-winners. As outstanding examples of recent home construction, these prize-winning houses, as well as the others included in the Portfolio, are notable for their good design and sound construction. They are all houses that are actually being lived in and that offer the utmost comfort and convenience at moderate expense.



Two magazines for the price of one

In addition to this exciting home-building Portfolio, the September Double Number also includes a companion publication, similar in make-up to a regular issue of the magazine and containing all of the customary House & Garden editorial features. In it you will find a preview of fall decorating ideas; a dramatic presentation in full color of new color schemes; a significant forecast of fall furniture styles; an important article on conditioned lighting; a detailed description of new uses of structural glass. Flower fanciers will delight in the splendid feature devoted to white daffodils and double tulips, while garden growers will discover a wealth of inspiration in the article on kitchen gardens.



Notable features in the September Double Number of House & Garden

SECTION 1: Conditioned Lighting . . Structural Glass . . New Color Schemes . . Furniture Preview . . Kitchen Gardens.

SECTION 2: 1st Prize Large House . . 1st Prize Small House . . 2nd Prize Large House . . 2nd Prize Small House . . Houses Receiving Honorable Mention . . Other Distinguished Entries in House & Garden's First Annual Architects' Competition.

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because she has a flair for dramatic simplicity. This sports dress has tucks where you want it fitted, and pleats where you want it full. In grey, black or beige jersey with contrast studs and leather belt. It's youthful, it's lissome, it's new. Sizes 10 to 18, $25.

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JOSEPH LEVAY, INC.
498 Seventh Avenue, New York

WOMAN OF THE WORLD

(Continued from page 188) which are shown on page 109. You may want one of her "Skylarkers," those wide-brimmed ones that shoot upward and forward (page 94); sometimes the brims ripple in a good imitation of a chef's hat. She started all this hat silhouette interest last season with her Merry Widow hats, and she's going on with it until she has every one in flaring hats.

Certainly, you won't go through the season without a fur toque of some kind. And you won't wait until the snow flies to wear it—you'll wear a fur hat almost right away, with your wool dress or suit. Suzy's fur pillbox on the frontispiece of this issue is a fine example; so are Lanvin's beaver cap on page 81, and Molyneux's fur hat on page 108. And there is Suzy's toque on page 106, more blue fox than pale pink jersey. On page 109, a mound of fox towers upward.

Paris is full of brilliant-coloured velvet toques, too. There's one on the cover of this issue, like nothing so much as an inverted cornucopia made pliable to fit the head. Schiaparelli also suggests a black felt hat that looks like a big conch shell, and dozens of berets in Scotch plaid to match your jacket. Talbot puts wings on a small-brimmed hat. Rochas shows Maria Guy hats that shoot up and forward in the manner of the moment. And look at that toreador hat worn with the O'Rossen suit on page 139.

Off-the-face hats have been given an impetus by the costume show at the Paris Exposition. Suzy is making brimmed bonnets inspired by those of a hundred years ago—velvet ones with long crowns pointing backward and brims rolled off the face. Maria Guy has excellent felt hats with draped brims that flare high off the face—one is like an Arlesian bonnet, with a felt bow-knot on the top of the head—half black, and half royal-blue. Rose Descat's off-the-face felts have brims with zigzag inserts of grosgrain, and one is edged like a coxcomb.

What shall I wear on my head at night?

For dinner, Molyneux gives us the big, rolled-brimmed Boldini hats, some with plumes, others with crowns or brims of sequins. (There's one on page 118.) If you don't wear a hat at night, you'll wear some type of head-dress—one of Mainbocher's or Chanel's veils, loops of velvet ribbon, or a sequin bird.

What shoes shall I wear?

Certainly shoes with ankle bows they are big important news. Schiaparelli shows some made by Joseph Casale: pumps with bow-knot ankle straps; high instep shoes with bows; gold evening sandals laced all the way up the leg with "shocking-pink" satin ribbons. Patou shows Bunting's bronze kid shoes with ankle straps tied with bows; also gold ones with gold straps wrapping gladiator fashion up the leg. Many day shoes have open heels with triangular straps pointing up the back—the high movement over the heel is just as important as the bow in front.



SALYMIL SHOP, MILGRIM, New York, White Plains, East Orange, Detroit • NEIMAN-MARCUS, Dallas
TEENYA SHOP, CARSON, PIRIE, SCOTT & CO., Chicago, or write LORRAINE MFG. CO., 261 Fifth Ave., N.Y.

YOU WALK IN STYLE IN
Hill and Dales



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VOYAGE TO INDIA

(Continued from page 179) for a honeymoon couple, and they have become resigned.

The second class is still more colourful than the first. There are many more Orientals—Chinese, Japanese, and others whose nationality is less easy to define. Three men, in large cotton turbans, cotton shirts, and tight-fitting trousers, hang side by side over the railing. Their black curly beards are tied up to their ears, because they are Sikhs, members of a sect of Hindu warriors who never cut their hair.

There are, of course, Christian missionaries of all orders and creeds, and one Chinese, with a long goatee, who is a recent Moslem convert, returning to preach his newly acquired religion in his own country. There is also a representative of the Greek Orthodox Church, with long hair and beard—a bishop from Serbia, educated in pre-revolutionary Russia and therefore speaking the language perfectly. His black cassock has a wide crimson sash, and around his neck is an enamelled cross on a golden chain. His kindly face lights up when he hears my secretary and me speaking Russian; he joins in the conversation, and parts with me reluctantly when he has to leave the first-class deck. The bishop is on his way to a Y.M.C.A. congress, which is to be held in the South of India. A Russian from Paris and a Bulgarian are going to the same congress.

I came in contact with a group of Catholic nuns when still on the dock at Naples. They stood beside me talking a language that I did not understand. The oldest nun and I started a conversation, which revealed that they were Hungarian and that four of the sisters, young, healthy-looking peasant girls with rosy cheeks, were going out to China to teach and to look after the sick.

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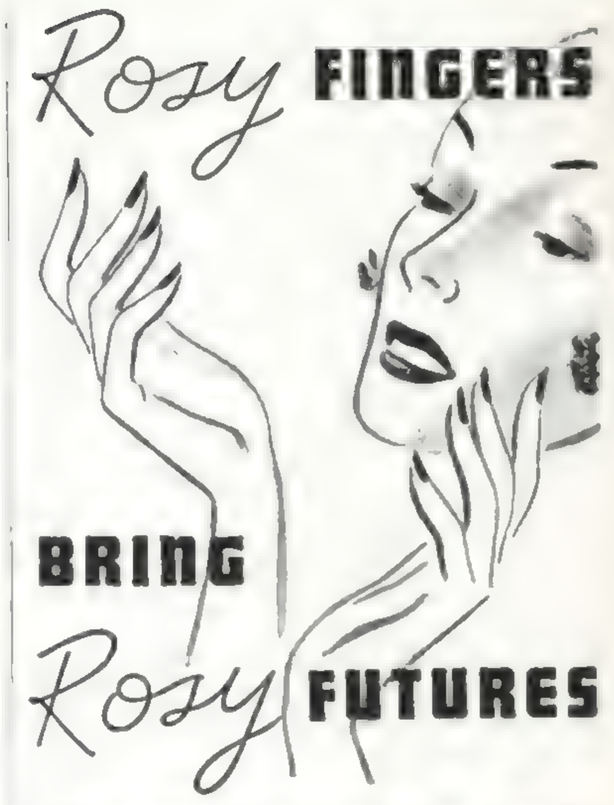
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ASK YOUR MANICURIST to apply this marvelous polish in the new shades, or try a regular-size bottle on our money-back guarantee. 50 cents the bottle in United States and Canada.

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Shako



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Young, Gay and Becoming are the new **MADCAPS** for the fall. You'll find 'Shako' and lots of other exciting hand-knit **MADCAPS** at leading stores everywhere. Ask for them by name.

If you don't find them in your favorite shop write The Eton Corp., 1 West 39 St., New York

VOYAGE TO INDIA

In the late afternoon, if one happens to look into the little smoking-room, one is apt to see a group of rather bulky and dishevelled-looking men and women, grouped around the piano. They are members of an Italian opera company, which is going to tour the East, beginning with Bombay. A rehearsal is held around the piano every afternoon, and sudden bursts of voices singing scales or exercises issue from hidden corners all over the boat.

Up on deck, two acrobatic dancers are practising their routines. The man has tied a rope around his partner's waist for fear that some violent antic might land her in the sea.

But, returning to the first class, there are two people who keep themselves completely aloof from the boat's activities and passengers. In the dining-room, they sit at a little table by themselves; they talk only to each other on deck. Man and woman are rather alike—their skins have the same dull, light olive tint, and every detail of their grooming is perfect. She belongs to the enviable type of woman whose clothes look as if they had only just come from the dressmaker's, and whose every hair stays obediently where it has been placed by the hair-dresser. There is something decidedly mysterious about both of them together, and each of them separately. I try to guess who they can be and to what race they can belong.

On the second night at sea, all the passengers dress for dinner, and there is dancing afterwards. The mysterious Oriental couple are the best-dressed people in the first-class dining-room. They join the dancing, and it is a pleasure to watch them glide up and down the floor in perfect harmony with the music and with each other; there is (Continued on page 195)



Don't be a Chrysanthemum!

SAYS Jane Heath



No girl can look truly super-smooth and glamourous with brows running rampant or a fringe of short hairs sprouting from her hair line. TWEEZETTE is the little beauty implement for removing face hairs automatically and painlessly, and a cap covers the pluckers so you can carry it in your purse wherever you go! $1.



don't forget

It isn't enough just to de-fringe yourself . . . the glamour girls all have that well-groomed look too! . . . Sleek, shining brows like wings . . . long, silky lashes. . . . KURLENE is a scientific formula for grooming—so always stroke your brows and lashes with it before retiring. Use KURLENE for daytime, too, and notice the lovely rainbow lights a touch of it puts in your lashes! 50c and $1.



Remember

Spell eye beauty, "K-U-R-L-A-S-H," for only a frame of curling lashes can bring out the greatest charm of your eyes. So slip your lashes into KURLASH every day. In only 30 seconds they'll be perfectly and naturally curled without heat, cosmetics or practice. $1.

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TWISSORS—the tweezers with scissor-handles.
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SUPER QUALITY FORTUNA RITESIZE

GIRDLES *and* PANTIES

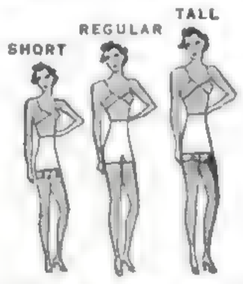


Figure stocks go zooming when you "hew to the line of beauty" with "Fortuna" Ritesize. They've a way of smoothing excess curves—flattening tummies, diminishing derrieres, moulding hiplines! And they do it so lithely, so blithely, so comfortably, that even lassies who turn handsprings won't find them inhibiting. Two-way stretch Lastex, tested for laundering, and priced for economy.

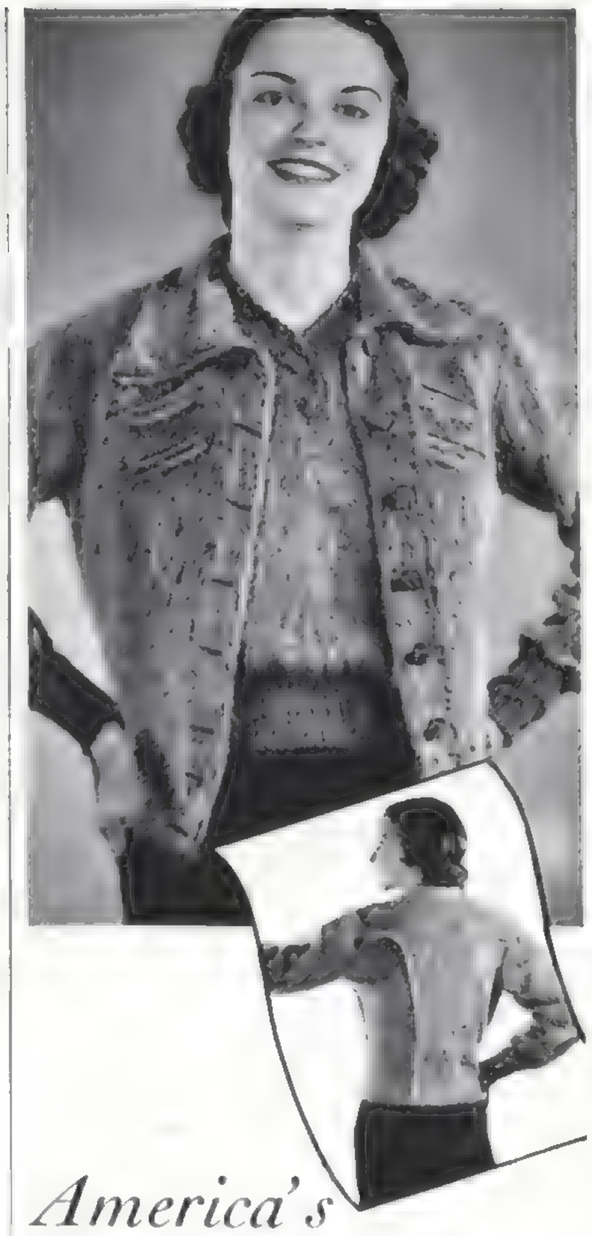
Sizes—Small, Medium and Large, in 3 lengths—Short, Regular and Long.

Model illustrated $2.00

Other Styles from $1.00 to $5.00. Ask for "Fortuna" at your favorite store.



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On the campus . . . for sports and street wear . . . in the office . . . wherever you see swank young women, you'll see BEARSKIN Twins. Sweater-and-cardigan sets made of the finest brushed mohair . . . soft, warm, and infinitely flattering. Handsomely tailored, with emphasis put on smart details. Notice the twin pockets, "lozenge" buttons, and becoming back of the set photographed. You'll love it! But then you'll love the "hook-and-eye" twins . . . and BEARSKIN'S two new zipper models . . . to say nothing of the set that uses colorful Tyrolean embroidery! Of course you can wear either slip-on or cardigan separately. There are twelve exciting styles in all, and twelve different color combinations. Sizes 34 to 40.

BEARSKIN Twins are featured by good stores in almost all leading cities. If they are not available in your city, write direct to us.

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I made it myself!

It has the subtle lines and the perfect detail of a top-price Paris import—but this dress can be created in your own sewing room!

You'll find it—together with 122 other examples of custom-made chic—in the October-November issue of Vogue Pattern Book. Here you'll see the whole story of the new mode translated into smart, "make-able" costumes.

But that's not all! This new Vogue Pattern Book brings you the vital statistics of new sleeves, silhouettes, waistlines, hemlines. It gives you notes on accessories and trimmings—and it shows you a chart of 24 new fabrics—all reproduced in their actual colours.

Furthermore, this issue presents three wardrobes chosen by the editors of Vogue—one for the suburbanite, one for the girl about town, one for the woman executive. And it includes such helpful features as "wardrobe stretchers" (blouses, skirts, jackets, variable dresses)—designs to make the most of your figure—and six easy object lessons for amateur seamstresses.

Vogue Pattern Book's October-November issue (with half of its 58 pages in colour) is now on sale at all good news-stands. Its price is just 35c. If you like to sew—or have a good dressmaker—this book brings clothes success within your easy reach.

THE NEW VOGUE PATTERN BOOK
Now On Sale

VOYAGE TO INDIA

(Continued from page 193) not one false movement, not one unnecessary gesture. The glances of the passengers follow them as they pass by, but they seem oblivious of the attention. During the days that follow, their behaviour remains the same; they are dignified and remote, moving with perfect ease among the other passengers. They are without the slightest doubt the most chic and exclusive people on our boat.

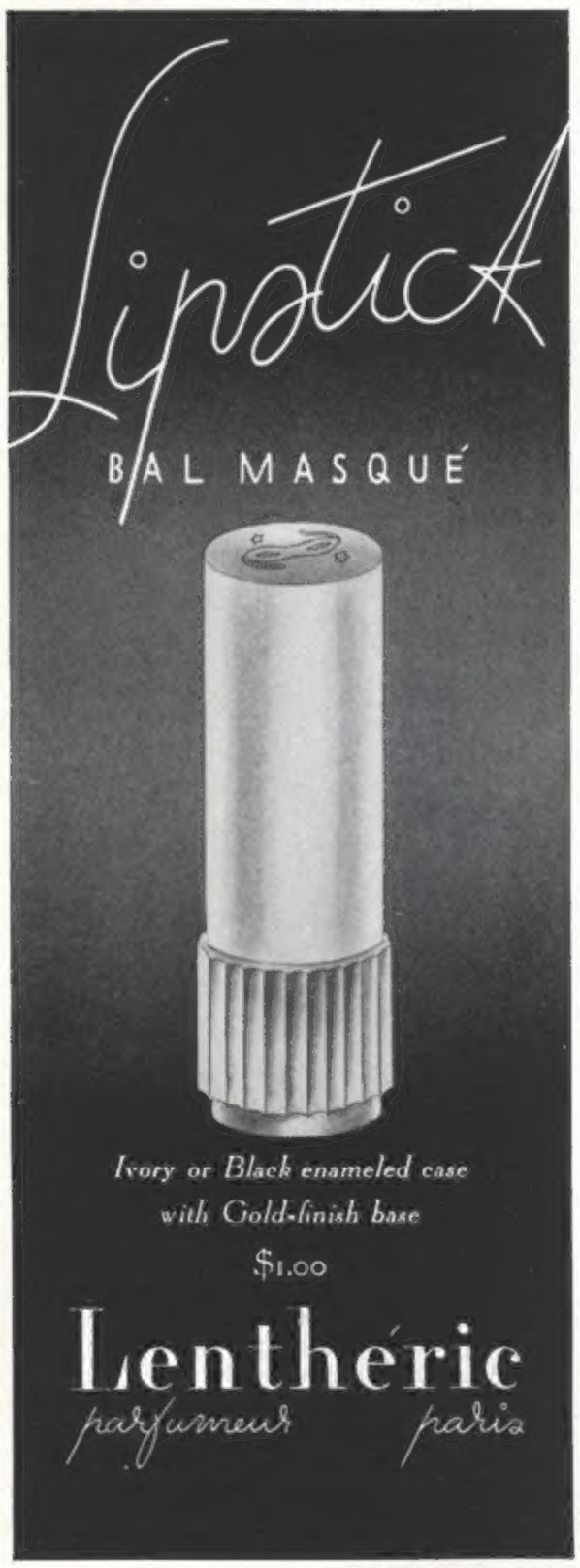
We arrive at Port Said. Cook has organized an expedition to Cairo, and, never having seen anything of Egypt beyond Port Said, I decide to go along. The day is to be a long one—leaving the boat at seven in the morning, we are to rejoin it at Suez, ten or twelve hours later.

The Oriental couple and I get into the same launch as we leave the ship. I would like to get into conversation with them, but, finding them unreceptive, I give up the idea. We land at the pier and are taken to the station; the couple are in the compartment next to mine.

The trip to Cairo takes five hours, and the time drags dismally. From time to time, I walk up and down the corridor in order to stretch my legs. As I stand beside the window near the open door to the platform at the end of the carriage, I hear the soft sounds of a Southern accent; the voice belongs to a man.

"This is the first time in our lives that we've ever been out of the United States," purrs the Southern voice. "We are going around the world. It must be mighty cold now back home."

I peer around the corner out onto the platform. And there, talking to one of the guides, is my exclusive olive-skinned "Oriental" and his wife.



Ivory or Black enameled case with Gold-finish base

$1.00

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

Prices of Vogue Patterns

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527	2.00
529	2.00
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S-4005	1.00
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S-4008	1.00
7808	.30
7810	.50
7815	.75
7817	.40
7819	.50
7820	.60



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ANSWERS TO CORRESPONDENTS

(Continued from page 178) unless the invitation so specifies. If the letters R.S.V.P. are on the card, then it is permissible to send one's own visiting-card with "Delighted to come" written on it, and the date and time, or "Must regret on account of a previous engagement. So sorry." It is also quite correct to telephone one's acceptance or regret.

Miss H. P.: The following conditions have put me into a complete state of confusion as to how to word my wedding invitations. Would you please help me?

The reception is to be large, but only relatives are being invited to the ceremony. The bride's parents consist of a father and a stepmother, and the reception is to be held at the home of an uncle in the same town. The father wishes to issue the invitations. Should the wording be somewhat as follows?

> Mr. Henry Potter requests the pleasure of your company at the wedding reception of his daughter, Helen, and Mr. George Lloyd on Wednesday, the tenth of October, at 4:30 at the residence (home, house?) of Mr. James Potter, Jr., Locust Valley, Long Island.

Also, should the stepmother be included or just left out?

Ans.: The wedding invitation should be issued in the names of the father and the stepmother of the bride, and the uncle's name should not appear on the invitation. However, the name and address of his house, where the reception is to be held, should be on the invitation proper. In the lower left-hand corner, you should have R.S.V.P., as:

> R.S.V.P.
> Twenty-nine East Eighty-Third Street

thus indicating that the reception is not being held at the bride's house.



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Here is 10c. Send a sample of Brit-tex.

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